# VOGUE

INCORPORATING VANITY FAIR

FASHIONS FOR COLLEGE

ADVANCE RETAIL TRADE EDITION

see section facing page 152

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YOU GET BOTH IN

# Air Step

THE SHOE WITH THE MAGIC SOLE

A

**A.** PRADO—a distinguished new line, swooping low at the side, swinging high in front, done with faultless grace in black suede.

B

**B.** SHARON—newly fashionable and unquestionably comfortable—the open-throated tie. Red port suede in the light, feminine manner.

C

**C.** DAWN—a pump that clings *gently*—snuggled by a hidden lastex band. Flip bow and open toe in blue-jacket blue suede.

D

**D.** DELMAR—for afternoon elegance, low-sided black suede, swathed over the instep with smooth-fitting lastex faille.

E

**E.** ALPEN—the casual shoe for your casual clothes. Crushed kid in the new Conga brown. Walled last makes your foot look smaller.

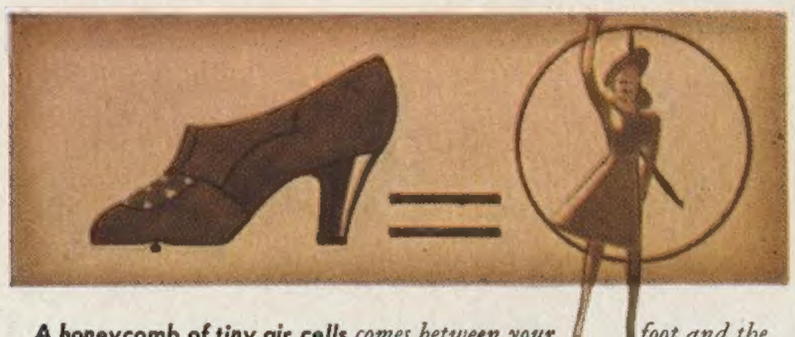
$6.00

*Slightly higher Denver West*

The trouble with shoes is the feet inside them. Feet were made for walking on soft earth or springy grass. They're not padded enough to take the slam-bang of city pavements—*without help!*

We found a new way to design shoes—putting in the pavement-cushion feet lack, yet keeping the light, smart, feminine look.

We call the shoes Air Steps*, and the designed-in, hidden-away comfort cushion, the Magic Sole.



**A honeycomb of tiny air cells** *comes between your foot and the hard sidewalk. It gets the jolt and bump and absorbs them instead of passing them on to your feet. This idea rests feet—soothes nerves—keeps you "Fresh at Five".*

Before you've walked to the corner in Air Steps, you'll get the idea. You can feel jar and jangle going out of your body—nerves growing quiet. Try it out—at any Air Step store. You'll recognize the place by the special Air Step display in the window. For name of an Air Step retailer nearby, write BROWN SHOE COMPANY, Manufacturers, St. Louis.

*Reg. U. S. Pat. Off.

V22

V21


V23

one . . two . . three **CAMPUS STARS**

for *Young Cosmopolitans

As exciting as a lo-o-ong cheer for the team, these three young suits will earn you Special Honors in Fashion on campus. For tiny-waisted sizes 11 to 17.

NEW . . "TOMMY" in fine wool Cavalry Cord. The jacket is tailored, draped and buttoned just like your best beau's. Pleated skirt. Soft grayed olive. 11 to 15 only. V21 25.00.

CLASSIC . . "TWEED TALK", the first thing you pack in your school trunk. The fitted reefer and flared skirt in diagonal mixed tweed . . the blouse in wool jersey. Blue, brown, or wine. V22 19.95.

REQUIRED . . "CLASSMATE", reefer suit for town or campus. All wool tweed in oatmeal or soft mist blue. V23 25.00.

*When ordering by mail please refer to Model Numbers*

*REG. U. S. PAT. OFF.

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE ARDMORE GROSSE POINTE CLEVELAND HEIGHTS WASHINGTON, D. C.

# "Bond Street"

Yardley products for America are created in England and finished in the U. S. A. from the Original English Formulae, combining imported and domestic ingredients

**TO**

**DELIGHT . . .**

**UNFORGETTABLY**

*A perfume of the utmost distinction . . . subtle, intriguing . . . and one of the most coveted in the world. One delicate whiff is enough to stir the senses . . . to arouse a flood of memories. Recalling exquisite women, gracious in the manner of queens, moving across a panorama of brilliance and romance. "Bond Street" is available in the original wrappings only, priced at $2.50, $4.50, $8.50, $13.50. At Yardley, 620 Fifth Avenue, New York, and all finer shops.*

## A Perfume by Yardley



VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A.

Vol. 96, No. 4
Whole No. 1634

*Formal mink in a new length*

Natural mink coats from our Custom
Fur Salon . . . 1685.00 to 5000.00

I. MAGNIN & CO.
CALIFORNIA — SEATTLE

3

4

5

# Cotton goes to College because...

1

2

1. **Cotton is a beau-catcher** via this swirl-skirted, lace-topped velveteen dress. The bolero makes the waist look infinitesimal. About $20.

2. **Cotton gets a rush** in this full-skirted, multi-buttoned cocoa velveteen dress. Capacious pockets, charm-bracelet length sleeves. About $17.

3. **Cotton takes to town or campus** in this swaggering bottle-green corduroy coat. Book-size pockets; man-like notch collar. About $30.

4. **Cotton registers 'year-round** in this many-occasion, eye-turning corduroy dress. A mammoth carry-all pocket on one hip. About $13.

5. **Cotton can take it** in these knock-about-able, blue dungaree slacks, topped by a casual white shirt with convertible neck-line. About $4.

*Pack these cottons in your trunk. Write for the name of the store which has them in your community. National Cotton Council of America, Box 18, Memphis, Tenn.*

Quality PRODUCTS OF AMERICAN COTTON

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*Field's college bureau says yes..*

. . . to the hooded coat that young Chicago loves. This one falls easily from your shoulders, haloes your face in fur, and will keep you warm at the coldest game. The soft tweed in juniper green, cardinal red, Como blue, with full length tuxedo and hood trim in flattering black skunk. Sizes 9 to 17. $65. Young Chicago Room.

**Marshall Field & Company** · CHICAGO

*Vivid modern inseparables — smart women in smart coats.*
*Always at the leading store. Write for the name of yours.*

LEFT—STYLE 1002—$39.95 CENTER—STYLE 1004—$89.95 RIGHT—STYLE 1003—$69.95

# *ROTHMOOR COATS

* REG. U. S. PAT. OFF. ©

*For Dress · For Sport · For Travel*

MERCHANDISE MART • CHICAGO

(*left*) A frock to earn you many credits for good taste. Wonderful skirt with easy flare. All-wool, soft basket weave texture. Plantation nutria, purple, promenade green, red. 12 to 20. *Also in velveteen;* *blue, gray, India earth.* 12 to 18. **19.95**

(*right*) A dress destined to be a happy participant in all college activities. Classic in line, yet right for every figure. All-wool. Six colors . . . persimmon, earth, brown, old blue, berry, sage-green. Sizes 12 to 20. . . . . **19.95**

*Reg. U.S. Pat. Off.

**BRAMLEY FASHIONS FOUND AT THESE FINE STORES:**

FRANKLIN SIMON'S, FIFTH AVENUE, NEW YORK
J. P. Allen & Co. . . . . Atlanta, Georgia
The Elder & Johnston Co. . . . Dayton, Ohio
Halliburton's . . . . Oklahoma City, Oklahoma
Younker Brothers, Inc. . . . . Des Moines, Iowa
Fred and Clark Haas, Inc. . . Omaha, Nebraska

D. J. Healy Shops . . . . . Detroit, Michigan
Levy Bros. Dry Goods Co. . . . Houston, Texas
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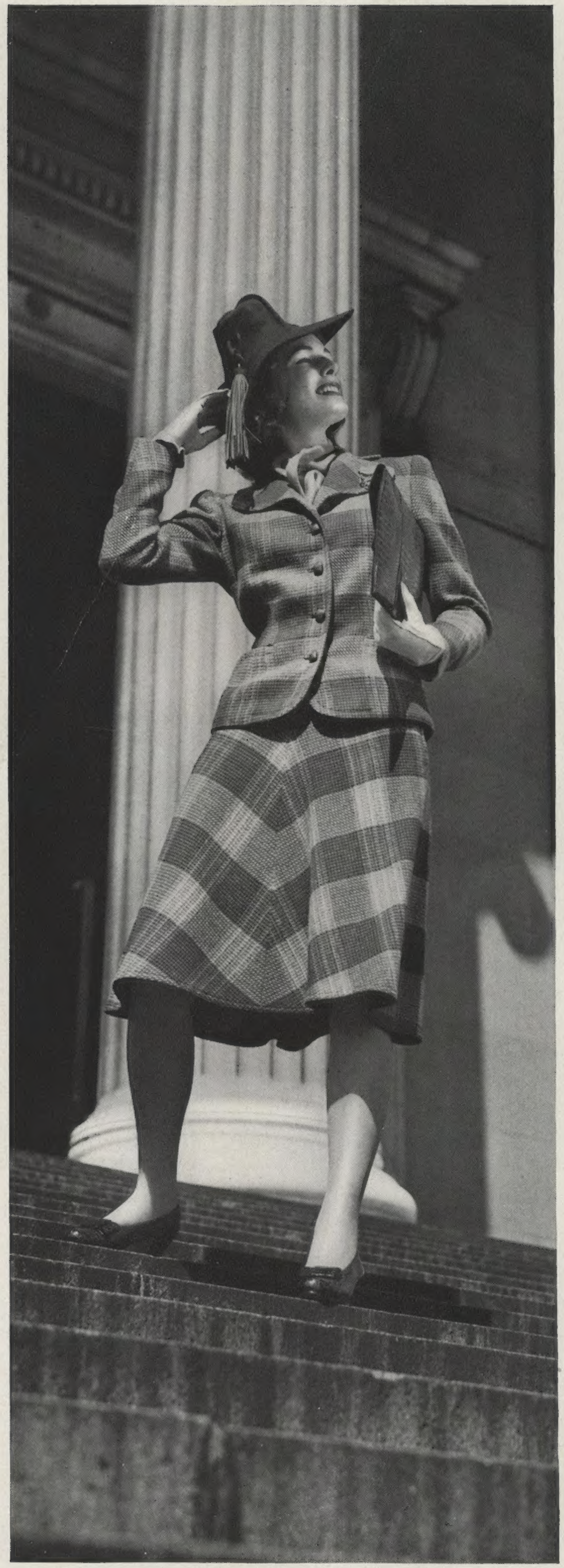
Mandel Brothers . . . . . Chicago, Illinois
Meyer Jonasson's . . . Pittsburgh, Pennsylvania

The Lindner Co'y . . . . Cleveland, Ohio
The Fair . . . . . Fort Worth, Texas
H. P. Wasson & Co. . . . Indianapolis, Ind.
T. S. Martin Co. . . . . Sioux City, Iowa
Grace's . . . . . Nashville, Tennessee
Burger-Phillips Co. . Birmingham, Alabama



LINKER AND HERBERT SUIT; HAT BY G. HOWARD HODGE.

These four pillars among walking shoes are dedicated to serve you, if you're sending your feet to college, or out to look for

their first job, or to the country to *enjoy* their leisure. Being Walk-Overs, they're as famous for their *walkability* as you are

for your casual little suits. They're part of the art of wearing tweeds well. To dress your suit up for town, Walk-Over ties and

step-ins. To dress it down for the country, Walk-Over brogues. All handsome as a well-cut suit. As great a comfort, and . . .

*As classic as good tweeds*

# WALK·OVER SUIT SHOES

(Top to bottom) SWANK, antiqued brown alligator-grain calf. COSSACK, brown bucko with alligator-grain calf. MORITZ, brown suede with calf. BROGUE, antiqued brown calf. At fine shops throughout the country. Custom grade Walk-Overs, $8.75 to $10.95. Cameo styles, $6.95, $7.75. Higher west. Geo. E. Keith Company, Brockton, Mass.

HOLEPROOF
Fine Stockings
Superbly Keyed to
New Fall Costumes
NEW COLORS
made more beautiful by
Beauty Lock Process!
FAMED for glorious perfection of quality and workmanship, Holeproof Fine Stockings again lead the fashion world with supremely right hosiery colors . . . made even more beautiful by the new Holeproof Beauty Lock process which seals tiny silk filaments into sleek strands . . . making hose clearer, legs lovelier.
See the enchanting new Mother Goose Colors . . . by Holeproof . . . today!
Holeproof Fine Stockings are sold by leading stores everywhere: silk, 79c to $1.35; nylon, $1.15 to $1.65.
HOLEPROOF
Tested HOSIERY
HOLEPROOF HOSIERY CO., MILWAUKEE
(IN CANADA, LONDON, ONT.)
Merlin

# Controlastic Urbanites*

## by James Kean

Perfect tailleur-and-tweed series done with all the impertinent fresh ingenuity of our young designer, James Kean. He sets them up on whittled fleet-looking cubits.* Adds a Satanic touch here, a Victorian corset-lacing there, contrasts calf against suede. All very new and chic. Newest of all, he gores them with CONTROLastic.* This revolutionary multiple-layer elastic yarn by Firestone gives longer "elastic life," exquisite sculptured fit, resists perspiration.

In black or brown, pair, **12.75**

Controlastic

Your assurance of Sculptured Beauty in Footwear

**Bonwit Teller**
FIFTH AVENUE • NEW YORK

CONTROLastic Urbanites are also available at

| | | |
|---|---|---|
| L. S. Ayres & Co. ..... Indianapolis | The Fashion ..... Houston | O'Connor & Goldberg ..... Chicago |
| Bullock's ..... Los Angeles | The Halle Bros. Co. ..... Cleveland | The H. & S. Pogue Co. ..... Cincinnati |
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CONTROLastic, *the only multi-ply elastic yarn, is made by Firestone Rubber & Latex Products Co., Fall River, Mass., and Empire State Building, New York.* *Reg. U. S. Pat. Off.

Bonwit Teller

BONWIT'S COLLEGE VOGUE BEGINS HERE WITH DATE DRESSES ••
GOES ON FOR 8 PAGES OF IMPORTANT COLLEGE NEWS••

**Sorority Rush in Celanese☆ Rayon,** *left.* Slim, shapely impression-making dress of beautifully tucked rayon crepe woven with Celanese☆ yarn. New low draped basque line with the waist pulled taut as a fiddle string. The skirt has the new held-in fullness. Black, brown, green, blue. 10 to 20, **22.95**

**Soft-spoken Charmer in Celanese☆ Rayon,** *right.* A most engaging Debutante favorite. Tucks on the bodice, tucks on the skirt. With a soft bosom that rises to a close high throat line, lovely backdrop for jewelry. Rayon crepe woven with Celanese☆ yarn. Black, brown, blue. 10 to 18, **22.95**

☆Reg. U.S. Pat. Off.

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

Bonwit Teller

**PRINGLE SWEATERS FROM SCOTLAND**
**matched to new colours in**
**BONTELL☆ SOCKS BY GORDON**

**Bontell Shorties,** *photo above.* Cotton shortie socks by Gordon, sweater colours, **.50** Bontell shorties of angora, wool, rayon, **1.00**

**Terry Shortie Socks,** *left below.* Fuzzy Turkish towel terry in Bontell☆ cotton socks by Gordon. Sweater colours. 3 pairs for **1.00**

**Success of the Three-quarter Socks,** *above left.* Bontell☆ ribbed cotton socks by Gordon, stand-out success. Navy, royal, red, brown, gray, wine, green, **1.00**

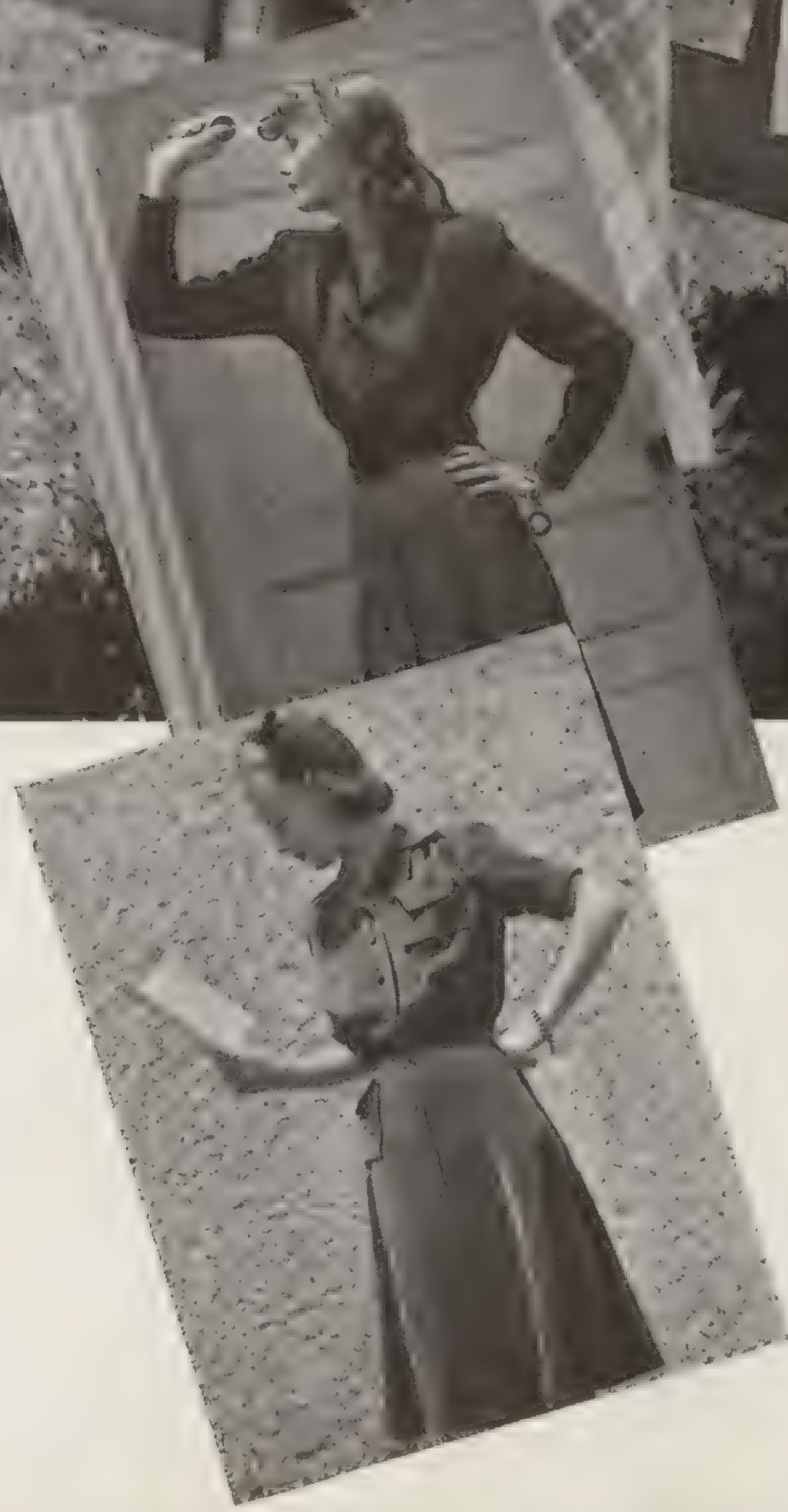
**Pringle Shetland Sweaters,** *large photo above.* On your college requirements list (ask any senior). Pringle's of Hawick, *ne plus ultra* of sweaters.
White, yellow, pink, aqua, cornflower, brown, black, natural, green, wine.
Pull-over, 32 to 38, **10.95** Cardigan, 32 to 40, **12.95**

☆Reg. U. S. Pat. Off.

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Bonwit Teller

B. H. Wragge's



## hail fellow well-matched college wardrobe

*Large photo, left to right:*

**Hitchin' Post Plaid Jacket and Skirt.** Tomato red against pepper green. Stone blue or American Beauty with rich brown. Tweed jacket. 10 to 20, **17.95** Skirt, **9.95** B. H. Wragge's shirt, rayon crepe. 12 to 20, **6.50**

**Crackerjack Chemisier.** Of wool and rabbit's hair. Belt of Hitchin' Post plaid. Natural, green, blue, American Beauty, brown. 10 to 20, **22.95**

**Hitchin' Post Plaid Boxer** with lines as true as a slide rule. 12 to 18, **39.95**
*With it,* B. H. Wragge's Hitchin' Post Bag, **6.50** Hitchin' Post Porkpie Hat, **5.00**

**Wool Jersey Windbreaker,** *left above.* B. H. Wragge does a new version of Molyneux' famous bloused bodice . . green or natural. 10 to 20, **12.95**
Skirt of wool and rabbit's hair in green, blue, brown. 10 to 20, **8.95**

**Velveteen Lumberjill,** *left.* Lumberjacket, precision-cut and sewn. Green, brown, blue, gray, gold. 12 to 20, **7.95** Skirt, **10.95**

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

**Cut a figurine at college with RENDEZVOUS clothes for sizes 9 to 17**

*Small photos, left to right:*

**Hanky-Panky.** For late-curfew. Hugger-jacket, romantic dress with scrollwork like fancy icing. In Bloomsburg Polonaise rayon faille taffet woven with Celanese☆ yarn. Blue, red, black, peacock, ivory white, **29.95**

**Ten-O'Clock Scholar.** Campus natural. Shirt dress of Glenurquhart plaid, all pure wool from Hamilton. With round-eyed leather buttons and belt. Also in solid colours in "Crispsheer," new Juilliard woolen, **14.95**

**Date Hypnosis.** Slim and shapely. With a neckline to hold attention, punctuated by three bright clips. Black or brown in pliant rayon faille Black Beauty by American Silk Mills, Inc. **19.95**

*Large photograph, left:*

**Saturday Line-up.** Kitten-soft dress with beautiful lines, for luncheon and matinée. In all wool cashmere blend fabric created by the Worcester Knitting Company. Bonwit Exclusive in natural, blue, red and green, **19.95**

Saddle-stitched bag in Smoulder Red☆ **5.00**

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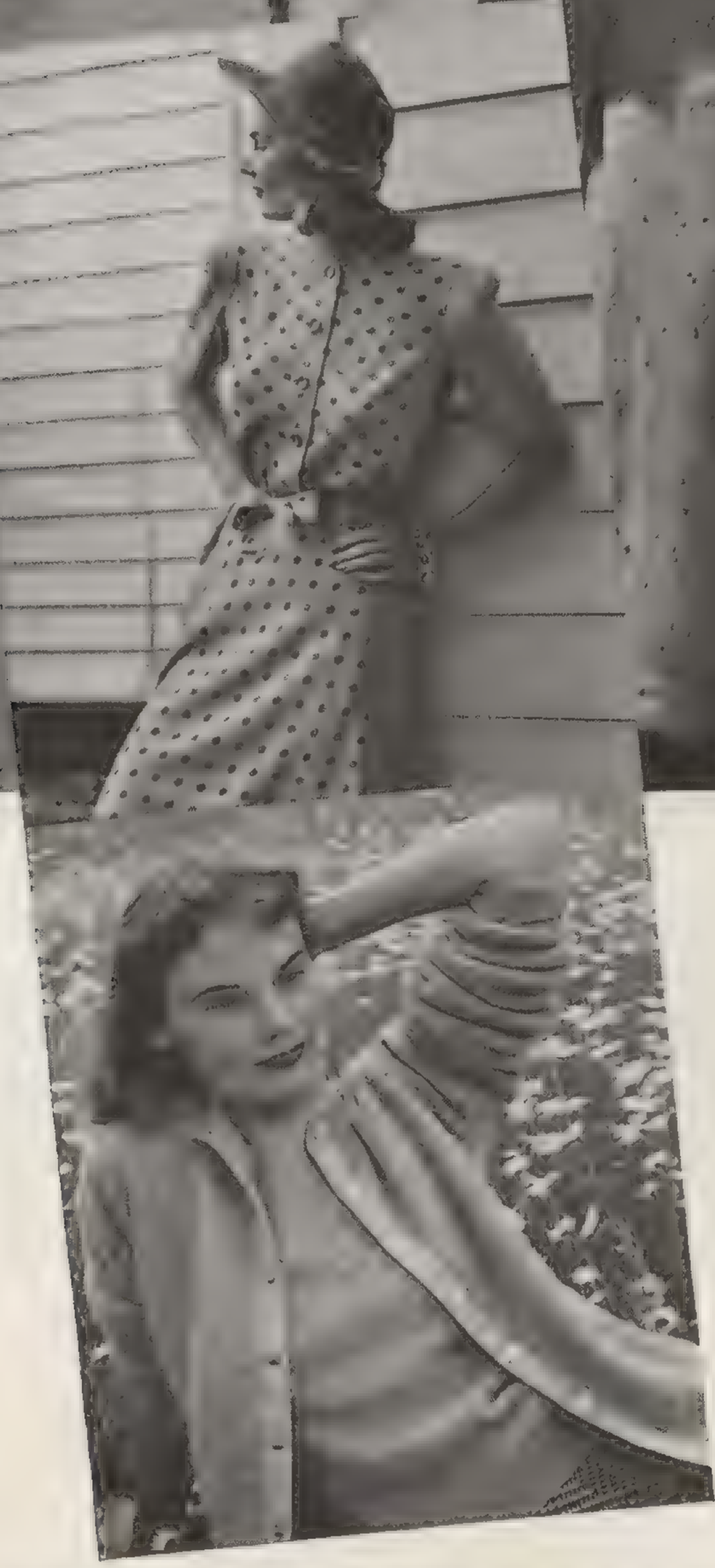
BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Bonwit Teller



*Large photo, left to right:*

**Wild Oats Tweed Suit.** Little dark oaty niblets strewn all over a rough-and-ready tweed by Lawton Mills. Done up in a boxed topcoat and skirt, classic as Phi Bete. Beige, brown, blue. 10 to 20, **29.95** (Very new note: Sleeveless Pull-over worn over shirt, **5.00**).

**Campus Diplomat.** Reefer suit in Strong, Hewat tweed with very House of Lords detail. Rayon velvet-collared coat, beautifully fitted, with waist like a wand. Seams double stitched, eye-catching pockets, stitched hem. Beige, brown, green, wine. 12 to 18, **39.95**

*Small photos, top down:*

**Mary Steven's Penny Dot Jersey**—oxblood dots on gray, copper on natural—all down the front panel of our campus pinafore casual in wool jersey. 10 to 20, **16.95**
*With it*—Chameleon Casual hat, after Patou's Porkpie, jewel-tone velour, **10.50**

**The Britisher.** Handsome twin shetland sweaters in pride-of-the-Empire wool yarns knit here. These will give you top rank rushing. White, yellow, navy, natural, kelly, red. Long sleeved pull-over. 32 to 38, **5.00** Bound cardigan. 34 to 40, **5.95**

Bonwit Teller

*Large photo, left to right:*

**Town Twins☆ in Velveteen.** Our top-notch shirt-and-skirt Exclusives add glitter to their usual nice tailoring. Big fake-topaz studs on shirt, belt, calot. Velveteen in bright navy, natural, Smoulder Red,☆ foam green. 12 to 18. Shirt, **5.00** Skirt, **8.95** Belt, **3.95** Calot, **3.00**

**Barleycorn for Bonnie Scot.** Prize combination. Barleycorn sweaters of Fair Isle shetland wool. Natural, oxford, navy, yellow, red, green. Pull-over, 32 to 38, **5.95** Cardigan, 34 to 40, **6.95** Bonnie Scot pleat skirt, six authentic clan plaid woolens. 10 to 20, **8.95**

*Small photos, top down:*

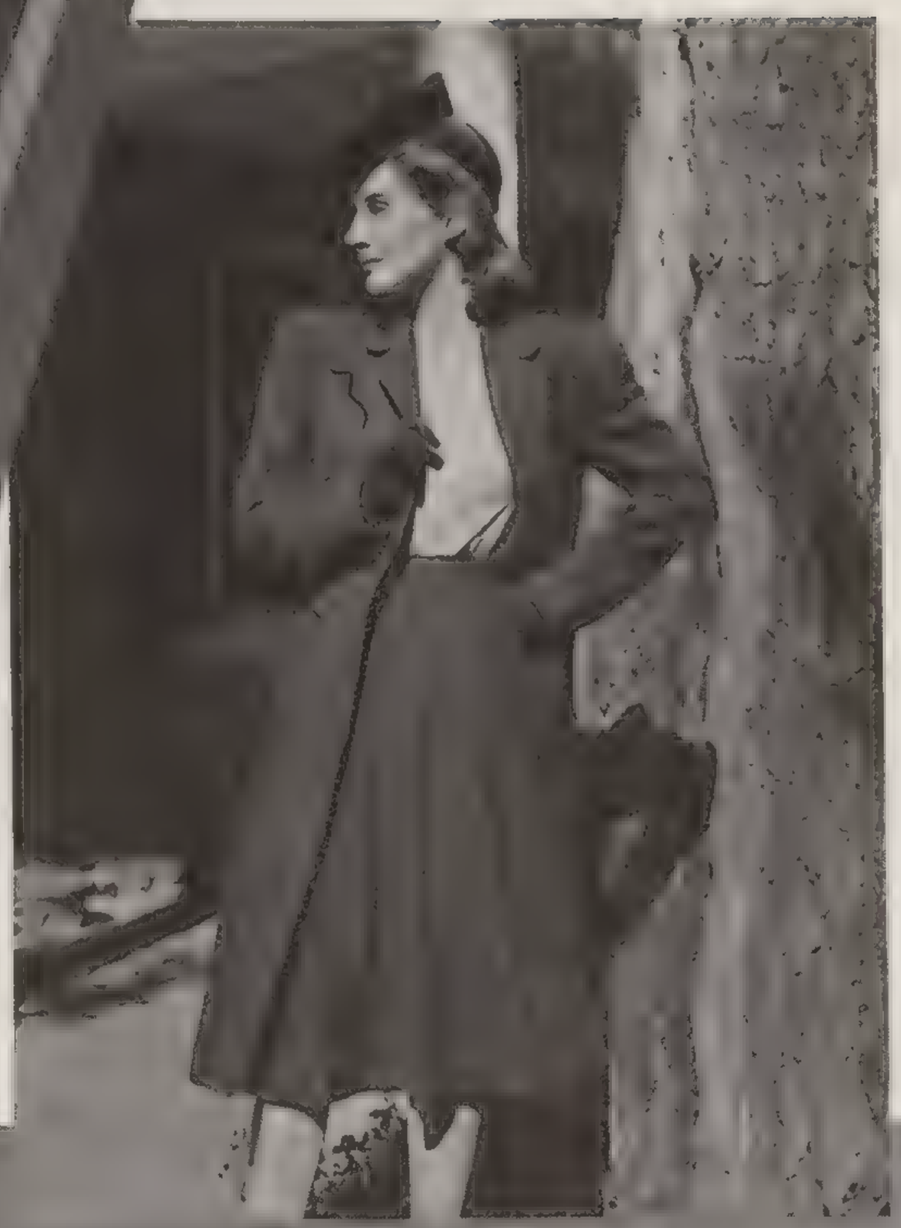
**Shining Hair.** Before you take off, let us give you a Rilling Machineless Koolerwave. It's perfect-plus for soft young hair. Gives you a permanent you can easily manage for sports or parties in *your* version of the new pompadour.
**Patou's Porkpie.** New Chameleon Casual hat, jewel-tone velour after Patou, **10.50**

**College Chichi,** Heart-on-your-cuff bag by Pichel. Black, brown, wine calf. Black or brown suede. Also felt, corduroy in colours, **6.50** Laced sole shoe on cubit,☆ bucko calf, **8.75** Evans' compacts in calf, specially processed to take your name in ink, each **1.00**

☆Reg. U.S. Pat. Off.

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Bonwit Teller



**POLLY TUCKER'S**

**new fall wardrobe for**

**college or career**

**Class to Cocktails Dress,** *large photo right.* For Polly Tucker, the typical popular young sprig (sizes 9 to 17) at college or career . . a dress for chameleon quick-change. Slot-and-dart couturier detail. Black, brown, green, wine, blue in Rendezvous rayon crepe woven with Celanese☆ yarn by National Fabrics, **19.95** Also in wool, **19.95** Her Night-Blooming Lily Hat, **7.50**

*Small photos, left to right:*

**Polly Tucker's Furred Reefer.** Wondercoat with oh-what-a-waist-you-have figure lines. Notched leopard revers, young and flattering against black, plum, brown or green, **69.95**

**Polly at a Party.** Looks very special in this princess picture dress of black rayon faille with trapunto-decorated jacket of red or turquoise velveteen, **29.95**

**Polly Wants a Suit.** Polly needs a suit, for no career girl anywhere can do without. Long coat (she wears it over dresses too) with zig-zag velveteen piping. Slim skirt. Black, brown, red, green wool, **39.95**

**Polly Tucker's Blouse,** in wool jersey, **8.95**

☆Reg. U. S. Pat. Off.

BONWIT TELLER NEW YORK COLLEGE HEADQUARTERS YOUNG EIGHTH FLOOR

Polly Tucker, Josselyn Hall

Bonwit Teller

## Key Underlings

*Shown above, left to right:*

**Van Raalte "Slendares,"** rayon and silk glove knit panties in three lengths. Snug-fitting lastex☆ waist. Wash with a flip, no ironing. Pink, white. Sizes 4 to 7, **1.00** Matching bra, **.75**

**Vanity Fair Pajamas,** new cardigan for dormitory chit-chat. Full well-cut trousers, short-sleeved cardigan. Ribbed chill-chasing cotton in scarlet, yellow, blue. In sizes 14 to 20, **2.00**

**Radelle Slip** of silk and Bemberg rayon satin with well-fitted top, adjustable shoulder straps. Full name and college initials included. Tea-rose, white, black. In sizes 32 to 40, **3.00**

☆Reg. U.S. Pat. Off.

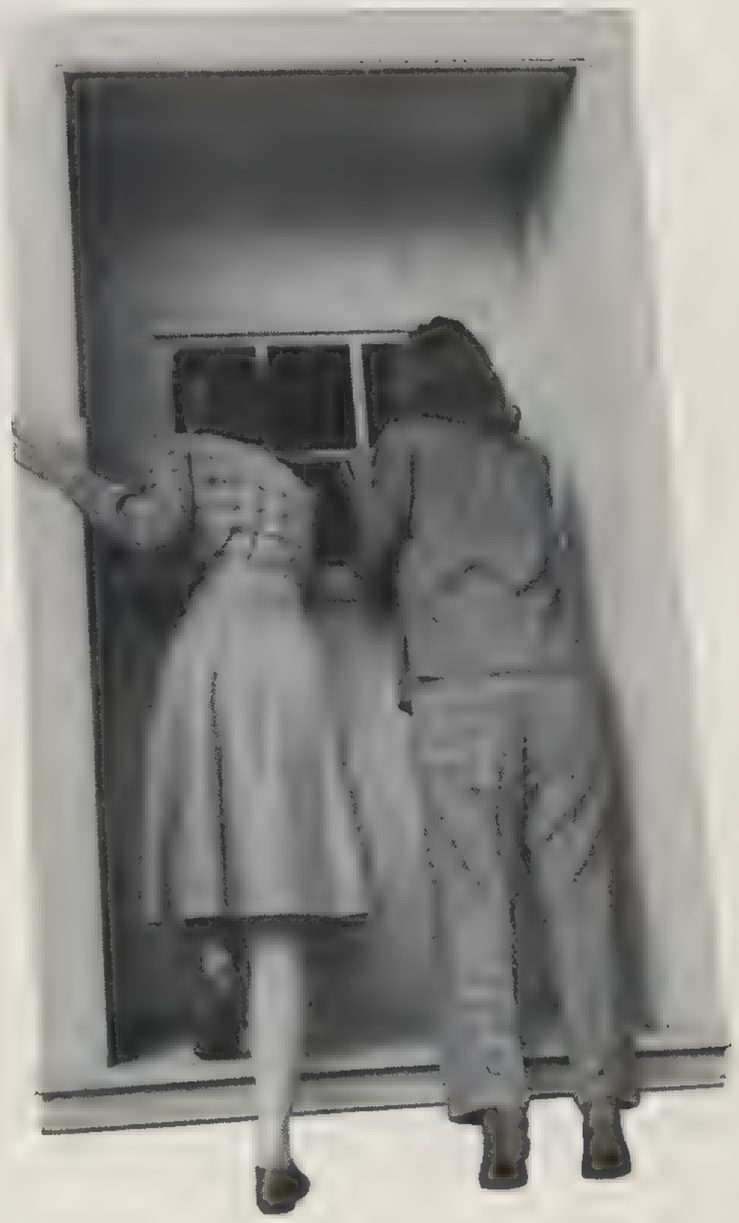
*Shown left and below:*

**Polly Tucker by Bien Jolie.** Exclusive pantie-girdle for a double life . . sports and dress. Removable garters, baby talon fastener. Rayon satin lastex, cotton lastex sides, **5.00** Polly Tucker bra, **1.00**

**Bontell by Bien Jolie.** Slim-pin girdle with panel of rayon satin lastex and power net to keep tummy and hipline smooth. Peach and white, **5.00** Sweater bra of rayon jersey, **1.50**

**Bontell by Treo,** all-in-one of Celanese☆ rayon satin, moulded to the figure. High round bust of imported net. You'll need one for the *grande toilette* at evening, **5.00**

**Mist by Treo.** Pantie girdle of gossamer weight silk power net. Looks like the merest suspicion of support, but gives smooth contour, **5.00**



*A look-in at Campus Casuals . . . in a Crown Tested Spun Rayon and wool* flannel. Washable bare knee skirt, plaid shirt, Prince Albert plaid lounging slacks and authentic man-styled shirt. As seen at Tailored Woman, New York; Marshall Field & Co., Chicago; Garfinckel's, Washington, D. C.; The Giddings Co., Cincinnati.*

*AMERICAN VISCOSE CORPORATION • World's Largest Producer of Rayon Yarn • 350 Fifth Avenue, New York City*

CROWN TESTED AND APPROVED CROWN RAYON

*Crown Tested Rayon Fabrics*

*60% Spun Rayon, 40% Wool

Copr. 1940—American Viscose Corp.

THE FIRST NAME IN RAYON . . . THE FIRST IN TESTED QUALITY

# YOU, ON THAT SUITCASE

DEL CORTE

...streamlining across the U.S. to the gray spires of some loved campus. You, and your new textbooks. You, majoring in social-ology. You, with a room-mate with a brother at Princeton. It's slated to be a wonderful year, and here are the shoes to make it all come true: for weekend bewitchery you'll wear DEL CORTE* or HY HO*. KEOTA*, suede and alligator calf pump becomes a proud companion to your suit. And absolutely test-tube-right for campus are BANFF and STADIUM. These are your designed-for-college, destined-for-college... Queen Quality Shoes.

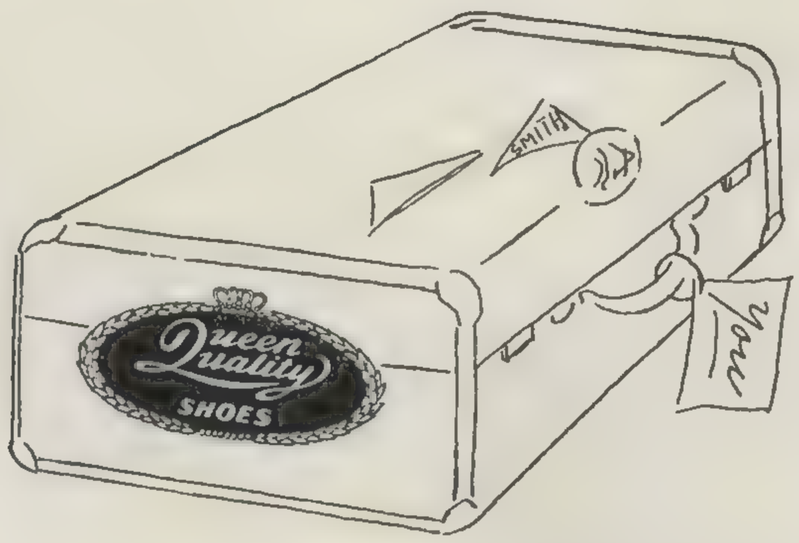
HY HO

## Queen Quality Shoes

KEOTA

STADIUM

BANFF




**6.50** *to* **8.50** *up, including DeLuxe Grade*
SLIGHTLY HIGHER WEST OF ROCKIES

**Queen Quality's Wonderful "Deluxe" styles*

QUEEN QUALITY SHOE COMPANY • DIVISION: INTERNATIONAL SHOE COMPANY • SAINT LOUIS

Soot-soft, soot-black wool...rimmed with a ripple of silky Persian lamb. All the "class" isn't in a classroom!

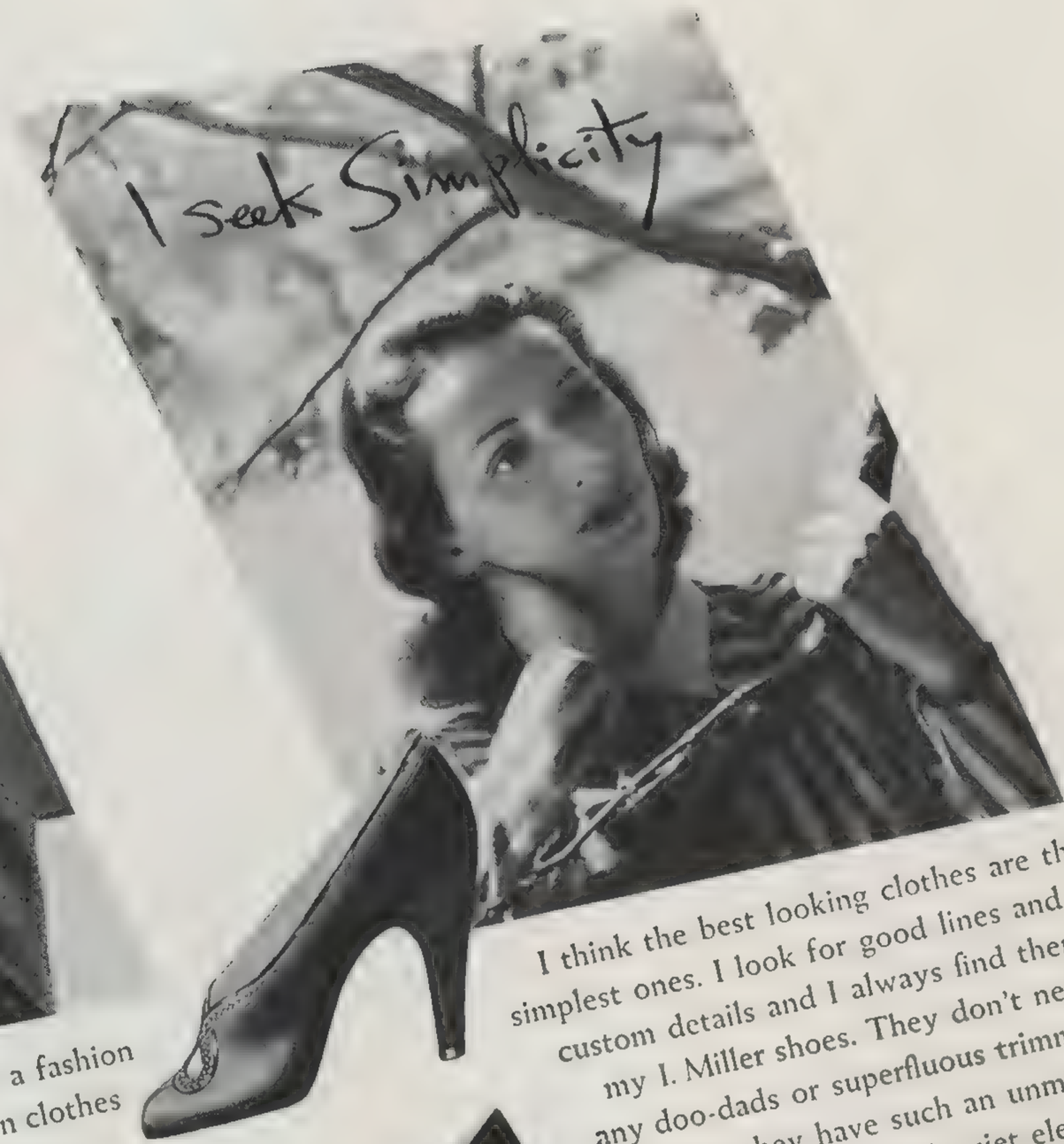
Fashion-favored mossy texture, crepe-point surface, exquisite drape, youthful air...these distinguish Pacific Corinthia as a truly *smart* fabric. Insist upon it for your important-date coat.

Pacific Corinthia may also be had in canyon beige, bayou blue, zombie brown, Vermont green, Monterey wine, Concord plum.

PACIFIC CRAFT-FABRICS 100% WOOL

ABOUT $79 at leading stores throughout the country. Write us for the name of the one nearest you.
PACIFIC MILLS, Worsted Division, 261 Fifth Avenue, New York

# Each to




Frankly, I revel in my reputation as a fashion leader. I enjoy making an "entrance" in clothes that are daring and different. And I've a special passion for unusual shoes. So has I. Miller, I've found, for they're always first to bring out dramatic new shoe fashions.

I think the best looking clothes are the simplest ones. I look for good lines and custom details and I always find them in my I. Miller shoes. They don't need any doo-dads or superfluous trimmings because they have such an unmistakable look of quality and quiet elegance.

# Her taste

However, I won't sacrifice comfort for style . . . especially in shoes. Happily I've found that I don't have to for I. Miller has learned the secret of combining both. They give my foot all the wonderful fitting qualities it needs in the very newest fashion trends.

I adore to start amusing fashion fads. I'm also a slave to certain classics. Take my shoe wardrobe for example. You'll find as many conservative styles as frivolous ones. They say I'm unpredictable. But I. Miller has an uncanny knack of knowing what I want when I want it.

*

*

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*

*

# I. Miller

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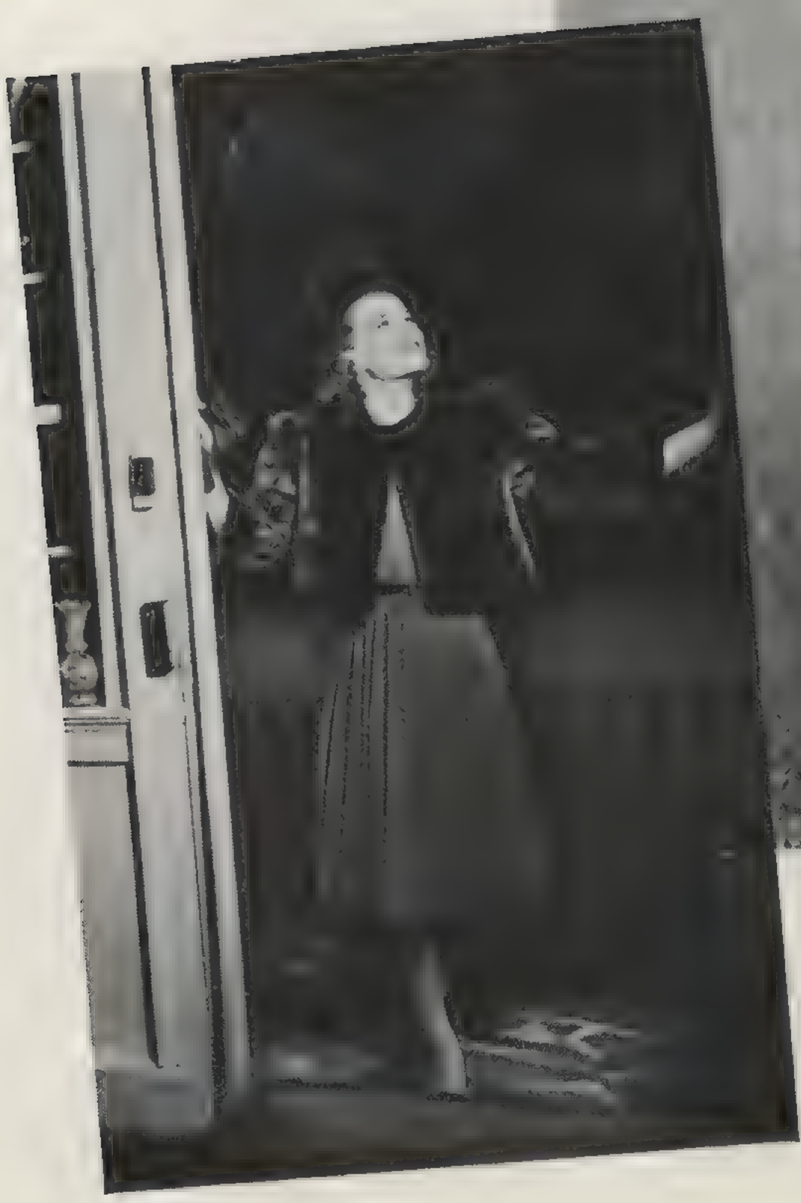

**Judy 'n Jill* Back to School Fashions...**

"SUIT DRESS"— leather-buttoned long torso jacket, knife-pleated skirt. Glen Urquhart-type plaid in black wool with blue, brown with red. Sizes 9 to 17. 19.95

"PINNIE DRESS"— angelic date dress in scarlet, blue or grey rayon velveteen with make believe jewels for buttons. 9-17. 19.95

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SEND FOR OUR BOOKLET with these and other Judy 'n Jill* Fashions from the Young New Yorker Shop, Fifth Floor, at **Lord & Taylor,** Fifth Avenue, New York

Judy 'n Jill* Fashions at other fine stores including:

**Marshall Field & Co., Chicago**

Gaxton Co., Baltimore . . . B. Siegel Co., Detroit . . . L. L. Berger, Buffalo . . . Telford's, Charleston . . . Mabley & Carew, Cincinnati . . . Manhattan Shop, Hartford . . . Kaufmann's, Pittsburgh . . . Meier & Frank, Portland, Ore. . . . Florence Danforth, Milwaukee . . . Frederick & Nelson, Seattle . . . Vandervoort's, St. Louis . . . Frank Murphy, St. Paul . . . Flah & Co., Syracuse . . . Fisher's, Wilmington . . . Woodward & Lothrop, Washington, D.C. . . . Chasnoff, Kansas City . . . R. H. Stearns, Boston . . . Ames Corp., Worcester . . . Gano Downs, Denver . . . Rich's, Atlanta . . . John A. Brown, Oklahoma City . . . Gus Mayer, New Orleans . . . Marjorie Poore, Bradford, Mass. . . . Hovland Swanson, Lincoln, Nebraska.

*Reg. U. S. Pat. Off. . . . Designs, reg. F.O.G.A.

Judy 'n Jill, 498 Seventh Avenue, New York

# LEADING COLLEGE SHOPS *and* THEIR SMART CUSTOMERS CHEER FOR *NEW QUICK* LUX

**Lord & Taylor's** Luxable corduroy jumper is the pinafore pet in winter guise. "And classic sweaters are virtually a college 'uniform'," they add, "because they Lux so well, too—last for years." "We live in Luxables because they're so easy to care for," says Marjorie Wheeler, *Mt. Holyoke*. "It stretches the allowance," chimes in Grace Van Denburg.

**Russeks** suggests classic white rayon jersey for college formals—especially "smooth" with the new side-draped skirt. "Rayon jersey packs wonderfully for week ends, Luxes beautifully," they say. Jean Compo, *Stephens*, says: "New, quick Lux is a whizz—it suds up so fast and it goes so far."

**Franklin Simon's** chenille robe is a dormitory favorite—their dirndl pajamas perfect for midnight snacks. "We advise Lux for everything safe in water alone," they say. Donna Bailey and Jean Hill, *Colby Jr.*, add: "It's so safe, we use new, quick Lux for stockings, lingerie, dresses, sweaters! It's swell!"

**THE COLLEGE CROWD'S** crazy about new, quick Lux. It's so speedy—so thrifty—so safe! In water as cool as your hand, new, quick Lux dissolves *3 times as fast* as any of 10 other leading soaps tested. It goes further, too—gives *more* suds (ounce for ounce) even in hard water than any of these other soaps.

Smart stores that cater to the school trade recommend Luxables for every age from ABC's to Ph.D.'s . . . advise gentle Lux for all fine washables. They warn against cake-soap rubbing—harsh soaps that may injure fibers, fade colors. New, quick Lux has no harmful alkali—is safe for anything safe in water alone.

**In the same familiar box—*at no extra cost to you!***

New Quick LUX

**FAN GARRISON, VASSAR '40** says, " I like Red Cross Cobbies because they're smart enough to wear everywhere . . . and still they're as soft, flexible and comfortable as my bedroom slippers."

**MARJORIE WHEELER, MT. HOLYOKE '41** says, "More and more college girls are wearing Red Cross Cobbies since they've discovered that comfortable shoes can rate 'A' for smartness, too."

**BETSY MARDEN, BENNINGTON '41** says, "I fell in love with the *Rodeo* at first sight. It's easy to understand why these sportive Red Cross Cobbies are the college rave everywhere."

# BACK TO... *America's Smartest Campuses*

**in young America's favorite sport shoes . . .**

## RED CROSS COBBIES

They're Young America's step-lively, step-lovely sport shoe sensations . . . Red Cross Cobbies. Saucy. Smart. Casual — without being careless. Gayest possible companions for everything from campus dash-about sweaters and skirts to your proudest week-ending costumes. As easy going on your budget as they are on your feet, too. See them at your favorite store, today. Just $6.50. The United States Shoe Corp., Cincinnati, Ohio.

**ALICE DILLISTIN, SKIDMORE '41** says, "I believe the *Rogue*, that dashing-but-dressy Red Cross Cobbie, is going to be the successor to the saddle oxford."

America's unchallenged shoe value at

**$6.50**

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*Red Cross Cobbies*

*ILLUSTRATED ABOVE*

A. *ROGUE*
B. *CARLTON*
C. *RODEO*
D. *DARBY*
E. *WHITBEY*
F. *WELLESLEY*
G. *PLAZA*

**Flames**

**and**

**Flowers . . .** eye-catching dresses sprinkled with glistening nosegays, so when you walk, when you dance, you're all agleam with a hundred little sparkling lights. "Heart on My Sleeve" (left) of Desert Moon, a rayon satin yarn-dyed woven Jacquard, in black and flame, silvery green, silvery rose. "Beau Night" (right) of Armel, a rayon taffeta yarn-dyed Jacquard, in silvery white, silvery green, silvery rose, with rayon velvet straps and bow. Both of Cohama Formal Rayon Fabrics woven with Celanese* yarn. Sizes 10 to 18. 24.95 In the Budget Shop, on the Second Floor *Reg. U. S. Pat. Off.

**Lord & Taylor . . .** Fifth Avenue, New York.

**The College Shop**

**would like**

**to introduce**

**you to . . .**

THE CAMPUS COAT OF BLENDED AMERICAN OPOSSUM—very new in Argent-grey* marvelously shaded from white to silver. Effective for weekends, sturdy, long wearing. Worked here like fine mink, with a little collar. 165.00

OUR NEW "CURLY COAT"—of honey color curled mohair, wool and rayon, with brass buttons, green or scarlet flannel lining. Sizes 12-20. 19.95 Our long sleeved convertible neck Botany flannel shirt. Wine, pink, dark green, brown, blue, yellow, red. Sizes 10-20. 6.95 Our stunning new fly-front-and-back Glen Urquhart plaid skirt of Farnsworth Tweed, with side pockets. Wine, green and pale natural, or brown, blue and pale natural. Sizes 10-20. 10.95 Lord & Taylor *Reg. U. S. Pat. Off.

OUR WHIPCORD BOY'S JACKET— exactly like a boy's, even to the way it closes. Vent back, new longer length, tailored to perfection. In natural color Farnsworth whipcord. Sizes 10-20. 17.95 Our checked tweed skirt with box pleats front and back, and a side pocket. Green, wine and aqua; brown, rust and beige; green, rust and yellow. Sizes 10-20. 8.95

OUR JUMPER SKIRT— with a bib front, and a fine full skirt shirred at your waistline. Lorraine Cordova Crepe, light fine wool, in dark green, red, navy or brown. Sizes 10-18. 7.95 Our long sleeved tailored shirt with beautiful shoulders, convertible neck. Lorraine Cordova Crepe in red, grey or brown. Sizes 10-18. 6.95

OUR DEEP-PLEAT SKIRT— smooth over your hips, leather-belted, with deep, wide pleats front and back. Farnsworth Tweed in unusual multi-color blends. Sizes 10-20. 10.95 Fringed scarf to match, 2.95
Our imported Scotch Shetland pullover, perfect classic, in delectable colors. Sizes 32-40. 10.95 Cardigan (not sketched), 34-40. 12.95

EXCLUSIVE WITH THE COLLEGE SHOP, ON THE FIFTH FLOOR

**Lord & Taylor** Fifth Avenue, New York

## Big doings on the campus...

**Our pompadour beret** — streaks back from your brow to show off your pompadour, with two little flap-folds gaily stitched. Exclusive Stylepark felt with ribbon binding. Indian earth, vino red, khaki, green, navy, brown or black. 7.50 Country Hats, on the Fifth Floor

**Our "Three-Dimension" gloves** — by Merry Hull, and ours exclusively, with the marvelous free-and-easy fingers. "Tassel Ties" in knitted broadcloth with capeskin inserts and ties. All black, brown, navy; black with Kelly green or mustard; brown with toffee tan; navy with red. Small, medium, large. 1.95 "Cavalier" in washable capeskin pullon, in black, brown, navy, toffee tan or red. Sizes 5½ to 7½, 3.00 Glove Department, on the Street Floor

**Our bare knees socks** — practically a national institution, now. Soft wool in a simulated cable stitch, with elastic tops so they stay up. By Tricamp, Inc. White, navy, dark green, natural, grey or chocolate — wonderful shades. Sizes 9 to 11, 1.65 Hosiery Department, on the Street Floor

**Our side-lace shoes** — wonderful ones, very mannish and workmanlike, by Stetson. Sleek side lacing and square toes. Brass eyelets. And a good, flat heel. In antique-finish calf, that gets mellower as you wear it. Brown. 10.95 Shoe Salon, on the Fourth Floor

**Lord & Taylor...** Fifth Avenue, New York

LE GANT* STA-UP-TOP*
WON'T ROLL OVER
Frankly — we know of no other pantie girdle that so comfortably gives you smooth lines for the most strenuous sport or an evening of dancing!
Le Gant Sta-Up-Top $5 and up
Warner Sta-Up-Top as low as $3.50
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Write for illustrated booklet "Recipes for Figure Beauty". The Warner Brothers Co., 200 Madison Ave., New York, N.Y. (In Canada, Parisian Corset Mfg. Co., Quebec)
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CASUAL ASSIGNMENTS . . . Days are brighter, studies lighter, in cheer leading classics that are classroom and week-end wonders!

LEFT: Velveteen cardigan jacket. Black, brown, green, wine. $8.95.
Wool plaid skirt. Red, green, brown, blue. $7.95.

CENTER: Diagonal tweed outfit in brown/blue, navy/gold, green, wine, or brown mixtures. Jacket $10.95. Skirt $7.95.

RIGHT: Outfit of Glenurquhart ombre plaid in brown/gold/blue, navy/rose/green, black/orange/lavender. Jacket $12.95. Skirt $7.95. ALL IN SIZES 10 TO 20.

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# WHEN MOTHER WENT TO COLLEGE

*Campus Clothes didn't have the smooth*

*advantages of* KWIK REG. U. S. PAT. OFF.

**SLIDE FASTENERS**

Chic and shapeless campus clothes of mother's college days, circa 1920, seem a terrific handicap to 1940's undergraduate. Today's trim little dress, exquisitely tailored skirt, smartly cut jacket, and ubiquitous sweater are all eligible for credit in smooth lines unknown in mother's day. Smooth running Kwik Slide Fasteners add to the charm of campus-preferred styles. Their easy, reliable action cuts down dressing time. Proper cleaning and pressing do not impair their precision.

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# How can such stylish shoes be so comfortable?

DEXTER—Black suede, blue or black kid lattice front, side gore, continental heel..jaunty!

MITZI—Black, red porr or brown suede elasticized step-in pump, pyramid heel...classic!

NEWELL—Elasticized black or Cordovan brown suede... pyramid heel...distinctive!

MANOR—Toffee brown Mellograin, leather cuban heel oxford for smart activities..sporty!

Heel Latch SHOES

Heel Latch Helps:
LOCK THE HEEL IN PLACE
SUPPORT THE ARCHES
MASSAGE THE METATARSALS

$5 to $6
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SMART, chic Heel Latch Shoes subtly excite the unconcealed admiration of men who approve the graceful charm of pretty feet. You'll adore the gaiety of lovely new autumn colors.

Wear beautiful Heel Latch Shoes this fall...and always. They feel so good on your feet. Their patented comfort features keep your heel from slipping forward...assure firm, leisurely support for arches...caress your every step. *Write for name of nearest dealer.*

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## IN "PRECIOUS", A RAYON CREPE WOVEN WITH *Celanese** YARN

It's a date! . . . and you're ready for it with a dress that brings out all the glamour girl in you. Count on these charmers for slim-as-a-sheath new lines . . . for glorious colors . . . for a fabric of rich and satisfying texture. Every one of them will give you the well-turned-out elegance you crave. Every one will intrigue your "public" whether he's a freshman or a seasoned man-about-town. Sizes 10 to 20 and priced under $25.

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**PERSIANA** Belt and epaulets of richly colorful Persian embroidery . . . softly draped front fullness. Black, brown.

**CAREER**—Unusually smart! Tailored to a turn, with low stitched, pleated skirt, and colorful buttons that match the Persian embroidered belt. Black, brown, blue, green.

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# Herald of Fashion

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Designed by
ETTA GAYNES

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Setting for a star performance...sheathed in dramatic white Celanese rayon Celamour*...skirted with a pleated sunburst studded with golden nailheads radiating from the nail studded belt. 10 to 20.

Lapis Lazuli—Jade—Temple Bells—page from the Orient...pencil slim dinner gown of soft black Celanese rayon Celamour with Mandarin sleeves of Hi-Yi red embroidered with iridescent pailettes. 10 to 20.

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To vary the mood of your simple basic costume, you have only to change gloves from tailored to feminine, from one color to another. Van Raalte's fine rayon fabric gloves, varied as the autumn leaves, make it easy to create different effects for many occasions. You'll see these all-American gloves on the campus, at business, at social functions—and in all better stores everywhere.

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JACQUELINES 6.50 and 7.50

WOHL SHOE COMPANY

# Shoes you love!

The audacious lines of CONNIES . . . their bewitching flattery...capture the imagination of high-spirited, fashion-minded college girls, careerists, and other young women who want smart shoes at a moderate price. On this page are just six of the many new fall styles in CONNIES. Write Dept. C-5 for Style Booklet and name of your dealer.

CONNIES 5.00

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# Boon to Summer Beauty

**. . . Du Barry Cleansing Cream For Dry Skin. A light, fluffy cream with a special softening and lubricating base. Particularly kind to sun and wind-worn complexions.**

On these hot, humid days, how your skin will revel in this lovely, luscious cream! Light and fluffy in texture, yet rich in lubricating oils, Du Barry Cleansing Cream for Dry Skin cleanses thoroughly, effortlessly . . . helps to soften and refresh summer-dry complexions . . . overcome unbecoming dryness and roughness.

Whenever your face feels taut, drawn or weary, smooth this fragrant cream gently over your face and neck. See how quickly it whisks away make-up, grime and dust . . . how it lessens marks of tension and fatigue . . . leaves your complexion smoother, more supple, softer, too!

Consult the Du Barry Beauty Advisor at any of the better cosmetic counters. Ask her to show you this delightful fluffy cream. She will be glad to tell you how to use it the effective "Beauty-Angle" way. *Du Barry Cleansing Cream for Dry Skin*—1.00.

**Other Du Barry Favorites For Summer Beauty**

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Georgiana
FROCKS

YOUR BACK-TO-AUTUMN SUCCESS FASHION

5203—Black or chickory brown with regimental stripes. Sizes 9-17

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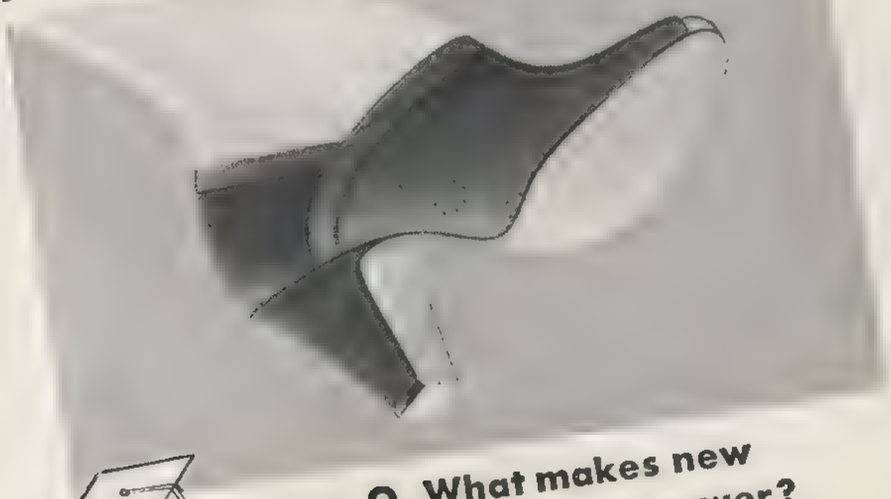
# The Rhythm Step SHOE QUIZ...

## HELPS YOU PASS THE STYLE TEST AND WALK WITH EXTRA EASE!

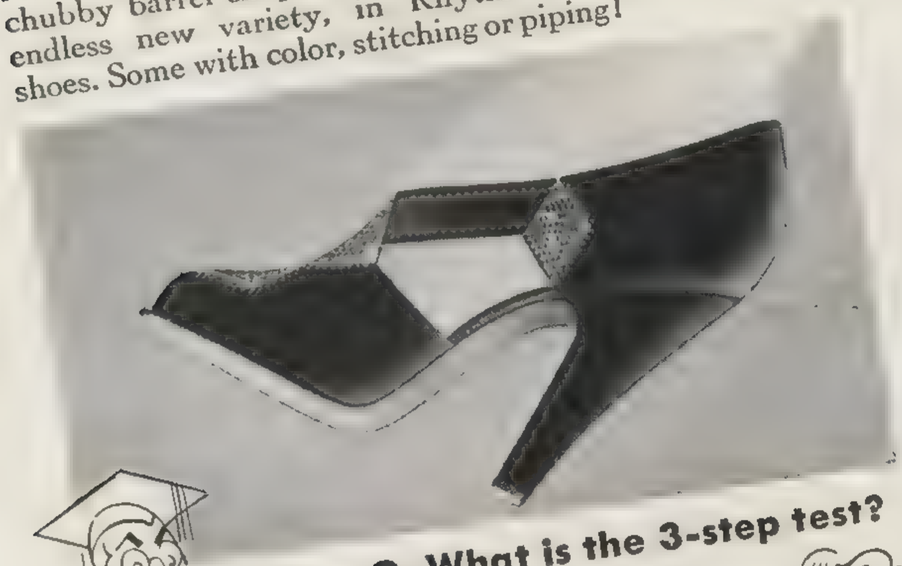
**Q. How can you get streamline style with extra support?**

**A.** Wear Rhythm Step's sleek suedes, gabardines, leathers—many with glove-fitting Lastex! Their weightless Rhythm Treads give a "lift" at the three strain points of your foot. With no extra weight.



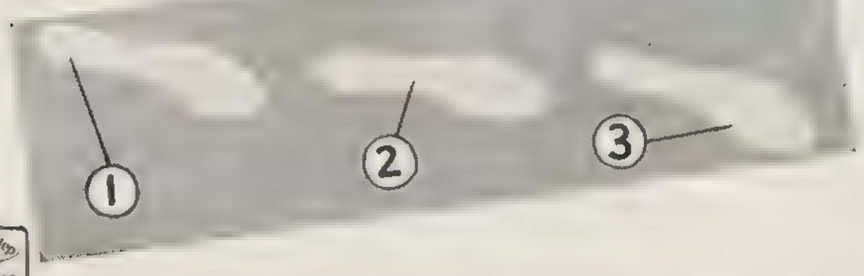
**Q. What makes new styles look newer?**

**A.** New angles on heels. Slanty ramp heels, chubby barrel shapes, sled lines—almost endless new variety, in Rhythm Step shoes. Some with color, stitching or piping!



**Q. What is the 3-step test?**

**A.** You take three steps in Rhythm Step shoes—and what a thrilling difference in walking you discover! So buoyant and restful! Try it at your Rhythm Step dealer's!



### "I Found a Buoyant New Way to Walk"

It's daintier, smarter—and younger in feeling! Feet look so small and fashionable in the many clever new Rhythm Step styles. And every step feels so gloriously easy—on weightless Rhythm Treads to ease the strain of walking at the three sensitive points of your foot! No heavy arches, no bulky leathers—but sleek, slim loveliness with the thrill of triple support! Thanks to their weightless Rhythm Treads—exclusive in lovely new Rhythm Step shoes.

**Q. How will it step up your style to walk like this?**

**A.** Because it's the way to get triple support—with no extra weight! The way to wear daintier shoes—Rhythm Steps—with buoyant new support!

## in RHYTHM STEP *Shoes*

Most Styles **$7.75** Slightly Higher Denver and West

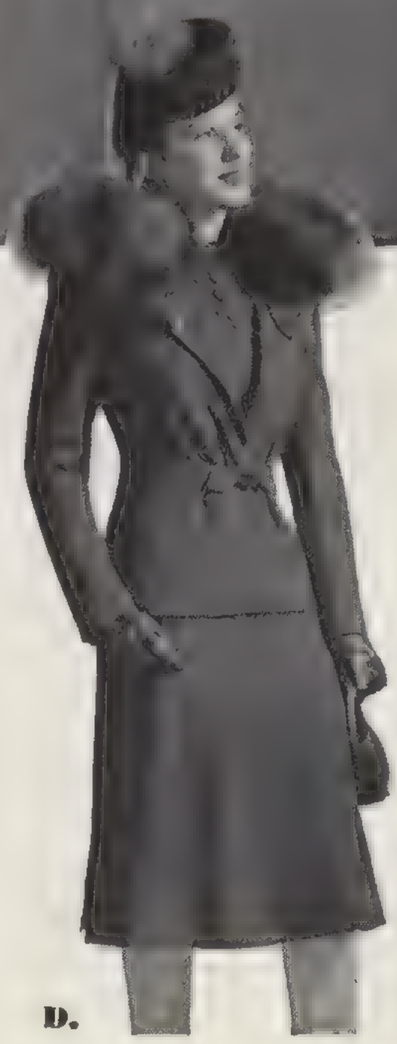
Made by JOHNSON, STEPHENS & SHINKLE SHOE CO., St. Louis, Missouri

Listed below are Rhythm Step dealers in cities of 100,000 or more—for other stores write to Johnson, Stephens & Shinkle Shoe Co., St. Louis, Missouri

Akron, Ohio, A. Polsky Co.
Albany, N. Y., W. M. Whitney Co.
Atlanta, Ga., Byck Bros.
Atlantic City, N. J., Boston Shoe Store
Baltimore, Md., Hutzler Bros. Co.
Birmingham, Ala., Guarantee Shoe Co.
Boston, Mass., C. F. Hovey Co.
Bridgeport, Conn., Howland D. G. Co.
Brooklyn, N. Y., Abraham & Straus
Buffalo, N.Y., Adam, Meldrum & Anderson
Canton, Ohio, The Parisian Store
Chattanooga, Tenn., Miller Bros.
Chicago, Ill., Carson Pirie Scott & Co.
Cincinnati, Ohio, Rollman's
Cleveland, Ohio, Higbee Co.
Columbus, Ohio, Morehouse-Martens
Dallas, Texas, Titche-Goettinger
Dayton, Ohio, Rike-Kumler
Denver, Colo., Daniels & Fisher
Des Moines, Iowa, Field Shoe Co.
Detroit, Mich., J. L. Hudson Co.
Duluth, Minn., Clark Shoe Co.
Elizabeth, N. J., Levy Bros.
Elmira, N. Y., The Gorton Co'y
El Paso, Texas, Guarantee Shoe Co.
Erie, Pa., Halle Bros. Co.
Evansville, Ind., Schultz Cloak House
Flint, Mich., Smith-Bridgman Co.
Ft. Wayne, Ind., Fishman's
Ft. Worth, Texas, Washer Bros.
Grand Rapids, Mich., Herpolsheimer's
Hartford, Conn., Sage-Allen Co.
Hollywood, Calif., Broadway-Hollywood
Houston, Texas, The Smart Shop
Indianapolis, Ind., H. P. Wasson Co.
Jackson, Miss., The Emporium
Jacksonville, Fla., Purcells
Kansas City, Mo., Kline's
Knoxville, Tenn., Miller's
Lawrence, Mass., Cherry & Webb
Long Beach, Calif., Quality Boot Shop
Los Angeles, Calif., J. W. Robinson Co.
Louisville, Ky., Fowler's Bootery
Lowell, Mass., Walk Over Shoe Store
Memphis, Tenn., Cook & Love
Miami, Fla., Nankin Shoe Store
Milwaukee, Wis., The Boston Store
Minneapolis, Minn., The Dayton Co.
Nashville, Tenn., Cain-Sloan Co.
New Bedford, Mass., Cherry & Co.
New Haven, Conn., Edw. Malley Co.
New Orleans, La., Gus Mayer Co.
New York, N. Y., Stern Bros.
Oakland, Calif., Peters Bros. Shoe Salon
Oklahoma City, Okla., Kerr's
Omaha, Nebr., Drexel Shoe Co.
Peoria, Ill., Block & Kuhl
Philadelphia, Pa., Strawbridge & Clothier
Phoenix, Ariz., Bush Footwear Co.
Pittsburgh, Pa., Joseph Horne Co.
Portland, Ore., Meier & Frank
Providence, R. I., F. E. Ballou Co.
Reading, Pa., Pomeroy's
Richmond, Va., Miller & Rhoads
Rochester, N. Y., McCurdy's
Sacramento, Calif., Weinstock Lubin Co.
Salt Lake City, Utah, Z. C. M. I. Store
San Antonio, Texas, Wolff & Marx
San Diego, Calif., The Marston Co.
San Francisco, Calif., O'Connor, Moffat & Co.
Savannah, Ga., Globe Shoe Co.
Schenectady, N. Y., The Carl Co.
Scranton, Pa., Cleland-Simpson Co.
Seattle, Wash., The Bon Marche
South Bend, Ind., Paul O. Kuehn
Springfield, Mass., Manning-Armstrong
St. Louis, Mo., Stix-Baer & Fuller
St. Paul, Minn., The Golden Rule
Syracuse, N. Y., Flah & Co.
Tacoma, Wash., Hill Shoe Co.
Tampa, Fla., Weil-Maas Shoe Salon
Toledo, Ohio, Lamson Bros. Co.
Tulsa, Okla., Brown's Boot Shop
Washington, D. C., Joseph De Young
Waterbury, Conn., Manning-Armstrong
Wichita, Kansas, Walker Bros.
Wilkes-Barre, Pa., Pomeroy's
Worcester, Mass., Heywood's

Coat and dress ensemble showing convertible coat A-closed, B-open.

Prices slightly higher West of the Rockies




**Cymonette,** famous creator of coat-n-dress ensembles, now designs solely in America for Americans. Brilliantly styled . . the coats crepe lined and warmly interlined . . labeled exclusively for the fashion-prominent stores listed. **A. B.** Dress, with "changeling" suede-cloth coat to be worn ensembled or separately. Coat has new side-closing silhouette, which, by simply re-buttoning, stays smartly open to show its own detailed sheer wool dress. Complete ensemble, $49.95. **C.** Fur-trimmed ensemble . . smooth pinpoint wool coat, striking alone or when ensembled with dress, has front pleats disguising pockets. Sable-dyed civet collar. Lighter-weight wool dress dyed to match, with cleverly manipulated pin tucks. Complete ensemble, $69.95. **D.** Classic "occasion" suit with opulent dyed-blue fox ripple collar (patented). Mossy wool jacket, crepe lined and interlined, has its own dress richly encrusted with softly feminine appliques. Complete ensemble, $69.95. Matching fabric-and-fur hats and fur muff . . designed exclusively for each Cymonette ensemble . . also available.

*If your city is not listed, write to* **CYMONETTE,** *230 West 38th St. New York.*

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Rochester, N. Y. .....Kroll's
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# BOOKLETS *for the asking*

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

## TRAVEL

**MANOIR RICHELIEU**

In Murray Bay in Québec, you will find a wonderful modern hotel that has all the charm of old-world hospitality—The Manoir Richelieu! A new booklet tells all about the sports and amusements, and there are many pictures. Canada Steamship Lines, Dept. V, 535 Fifth Avenue, New York City.

**THE ST. REGIS**

The St. Regis agrees that there is no place like home, but that at times un-homelike features are welcome. Many of these luxurious changes are described in an attractive illustrated booklet, but many more cannot be shown, for they are the behind-the-scenes activities of this fine hotel that anticipates your wishes and fills your needs. The St. Regis, Dept. V, Fifth Avenue at Fifty-Fifth Street, New York City.

**CANADIAN SHOPPING**

On your next visit to Montreal, make Morgan's one of your stops! This fine old store (it was founded in 1843) has a wonderful collection of imports, ranging from fine English china, including Wedgwood, Spode, Royal Worcester, to ski wear. A colourful new booklet shows the china, with descriptions and prices, the excellent blankets, tweeds, sweaters, etc. Henry Morgan & Co., Ltd., Montreal, Canada.

**SARATOGA SPA**

is an informative booklet about the therapies of this beautiful health resort. An analysis of the healing waters, prices for various treatments, and a list of hotels and boarding houses are given. Saratoga Spa, Dept. 602, Saratoga Springs, New York.

## SILVER

**SELECTING TABLE SILVER**

The new Lunt Silversmiths' booklet, "The Bride Selects her Table Silver", will show you all of the beautiful Lunt silver patterns, and give suggestions as to their suitability to definite types of rooms. Please send six cents with your request. Lunt Silversmiths, Dept. V-19, Greenfield, Massachusetts.

**SILVER . . . ON THE WELL-SET TABLE**

Gorham's helpful booklet, takes you through the day, giving correct table-settings and suggestions for each meal. There are also many charming photographs and useful charts. Please send ten cents to The Gorham Company, Dept. V, Providence, R. I.

## WARDROBE

**MAYFLOWER CLASSIC DRESSES**

A new booklet shows the newest of these well-designed inexpensive classic dresses for campus or city. Sold at leading stores. Mayflower, Department V, 1350 Broadway, New York, New York.

**MAIDEN FORM FOUNDATIONS**

are pictured in a new booklet showing brassières and "once-overs", beautifully made all-in-one foundations. Maiden Form Brassière Co., Dept. VH, 200 Madison Avenue, New York City.

**RECIPES FOR FIGURE BEAUTY**

is the new Le Gant booklet that illustrates foundations for all figure types. It will help you select the perfect foundations for your figure. Warner Brothers, Dept. V, 200 Madison Avenue, New York City.

## WATCHES

**HAMILTON WATCHES**

Lady Hamilton and Hamilton watches for men are illustrated in a new booklet, that will prove enormously helpful in selecting watches for yourself or others. Hamilton Watch Company, Dept. V, 957 Columbia Avenue, Lancaster, Pennsylvania.

**GRUEN "VERI-THIN" WATCHES**

are described and pictured in a new booklet. The ingenious construction of these "Veri-Thin" wristwatches is explained. The Gruen Watch Company, Department V, Time Hill, Cincinnati, Ohio.

## HOUSEHOLD

**THE STORY OF TERRY TOWELS**

is Cannon Mills' booklet, full of valuable information on how to buy towels, with many interesting tips on recognizing quality and selecting the correct colours for your bathroom. Cannon Mills, Dept. V, 70 Worth Street, New York, New York.

**RUM DRINKS**

Recipes for more than eighty delicious rum drinks, including "Planter's Punch" are given in Myers' new Jamaica rum booklet. R. U. Delapenha & Co., Inc., Dept. V5, 57 Laight Street, New York City.

**BATES BEDSPREADS**

are designed for all periods of decoration. No matter what style you have selected (Early American, 18th Century, Victorian, Modern) this booklet will show several bedspreads for your room. Bates Fabrics, Inc., Dept. V, 80 Worth Street, New York City.

**HEUBLEIN CLUB COCKTAILS**

ready to serve, are pictured and described in an attractive new booklet, which also gives recipes for canapés to serve with various cocktails. A diagram showing correct glasses for various drinks will prove very helpful. G. F. Heublein & Bro., Dept. V, Hartford, Connecticut.

**GUIDE FOR THE BRIDE**

is Wamsutta's booklet, rich with information for the bride, or any woman selecting linens. It tells how many sheets and pillow cases are needed for various households, small, large, or in-between. Wamsutta Mills, Dept. V, New Bedford, Mass.

**WINE WITHOUT FRILLS**

The first chapter of this charmingly illustrated new booklet is called "Wine, a Delight, not a Dilemma", and it admonishes you not to let rules about wines spoil your enjoyment of them. There is also a wealth of information on vintages, service, and recipes. Schenley Import Corp., Dept. V, 350 Fifth Avenue, New York, New York.

## SCHOOLS

**VOGUE'S SCHOOL DIRECTORY**

A brand new edition of the directory includes a list of pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for adults. Vogue's School Bureau, Dept. 6, 420 Lexington Avenue, New York.

## BEAUTY

**ANY WOMAN CAN LOOK LOVELIER**

gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. Barbara Gould, Dept. V, 35 West 34 Street, New York City.

**EARLY AMERICAN TOILETRIES**

by Shulton are scented with "Old Spice" and attractively packaged in decorative boxes. These excellent toiletries are described and pictured in an interesting new booklet. Shulton, Inc., Dept. V, 630 Fifth Avenue, New York, New York.

**CARE, COLOUR, FRAGRANCE—BEAUTY**

The first three essentials and the final result, beauty, are thoroughly discussed in a charming new Ayer booklet. It tells you how to care for your skin, even if you have special problems, and there is an excellent make-up chart. Harriet Hubbard Ayer, Dept. V, 323 East 34 Street, New York City.

**WONDERSTOEN**

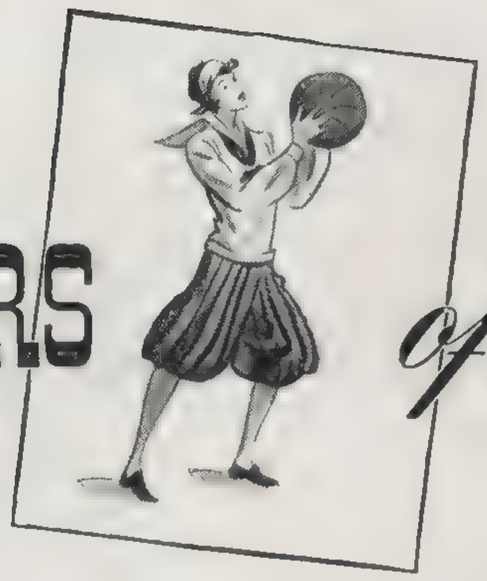
is the subject of an interesting booklet. This dry-method hair eraser is easy, quick and efficient. Bellin's Wonderstoen Company, Dept. V, 1140 Broadway, New York City.

## LUGGAGE

**WHAT TO TAKE AND HOW TO PACK IT**

is an informative booklet, that shows you how to pack clothes. Many illustrations of Wheary's luggage are included. Wheary Trunk Company, Department V, 1517 16th Street, Racine, Wisconsin.

# *Where are the* BLOOMERS *of yesteryear?*



**Girls bless the day** when old-fashioned bloomers gave way to neat, trim shorts. No more hampering bulk and bunchiness . . . skillful designing provides far greater freedom!

For girls today want just that . . . greater freedom . . . greater comfort! And that's why you'll find Kotex sanitary napkins preferred to all other brands! Because Kotex is *less bulky* than pads made with loose, wadded filler.

Made in *folds* (with more absorbent material where needed . . . less where it isn't), Kotex fits better . . . doesn't chafe!

**When you want to look swish**—wear a sleek, slinky evening dress that flatters the figure. But beware of stubby-end napkins . . . they're bound to make "tell-tale" outlines! With Kotex your secret is safe! For Kotex has *flat,* form-fitting ends that never give you away.

What's more—Kotex has a new, *improved* moisture-resistant "safety-panel" that gives you *extra* protection!

**3 Cheers—Kotex* comes in 3 sizes . . .** Super—Regular—and Junior. (With Kotex you may vary the size pad to suit different days' needs.)

All 3 sizes offer you the comfort of softness without bulk...the confidence of flat, pressed ends . . . the protection of moisture-resistant "safety panels". *And all 3 sell for the same low price!*

**FEEL** *its new softness*
**PROVE** *its new safety*
**COMPARE** *its new flatter ends*

*"You scarcely know you're wearing it"*

*Trade Mark Reg. U. S. Pat. Off.

# VOGUE'S TRAVELOG

*a directory of fine hotels and resorts*

## HAIL, PENNSYLVANIA

YOU can see twelve counties from some of the high spots, if you're a view-fan; there's a spot-light on swimming events if you're an aquatic fan; and there are three top-flight hotels—The Lakeside, the Crestmont, and Forest Inn—if you're a good-hotel searcher-outer. All that adds up to Eagles Mere, one of the Keystone State's pride and joys.

In the course of the next month, here's what you'll find there: On August 20th, there's to be a water carnival with an illuminated parade of floats around the lake. Then on August 28th, there'll be a "hole in one" contest.

Of course, there are regular events too: dancing every Wednesday and Saturday nights, weekly tournaments, a summer theatre, carnivals, and art shows.

## ARIZONA

**TUCSON**

**Santa Rita Hotel:** 250 rms. Tucson's social center; Western hospitality. Air conditioned. Excellent cuisine. Famous dance bands. Polo, golf. Nick Hall, Mgr.

## ARKANSAS

**HOT SPRINGS NATIONAL PARK**

**Arlington Hotel & Baths.** Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

## CALIFORNIA

**LA JOLLA**

**Casa de Manana.** Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. American and European plans.

## COLORADO

**BROOK FOREST**

**Brook Forest Inn.** A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

**COLORADO SPRINGS**

**The Broadmoor.** In the shadow of Pike's Peak. Sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

**ESTES PARK—ROCKY MT. NATIONAL PARK**

**Stanley Hotel.** Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Renowned cuisine. Write for free illustrated booklet.

## CONNECTICUT

**LAKEVILLE**

**Wake Robin Inn.** Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

## DISTRICT OF COLUMBIA

**WASHINGTON**

**Hotel Raleigh.** Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Special tourist rates. Write C. C. Schiffeler, Gen. Mgr.

## GEORGIA

**SEA ISLAND**

**The Cloister.** Cool your cares at this famed seaside resort. All sports. Reasonable rates. Selected Clientele. New York Office, 630 5th Avenue, CIrcle 5-8055.

## MAINE

**BAR HARBOR**

**The Malvern Hotel and Cottages.** Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

**MOOSEHEAD LAKE—GREENVILLE JUNCTION**

**Squaw Mountain Inn.** Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

**OGUNQUIT**

**The Lookout.** Southern Maine Coast. U. S. #1. Golf, riding, tennis, beaches. Modern, elevator, steam heat. Trio. 200 guests. Am. Plan. $6-10. H. Merrill.

**WINTER HARBOR**

**Grindstone Inn.** Atmosphere of a fine Club. Select clientele, thoroughly modern, no Hay fever, rates moderate, booklet on request, W. O. Christian, Manager.

## MARYLAND

**BALTIMORE**

**The Belvedere.** A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standard of living. Rates begin at $3.50.

## MASSACHUSETTS

**BOSTON**

**The Copley-Plaza**

Situated in historic Copley Square which provides a hotel setting as distinguished as any in the world. Nearest hotel to Back Bay and Huntington Avenue Railroad Stations. Easily accessible to fine shops and theatres. This hotel is convenient to the residential and business sections. Rooms with bath $4 single—$6 double. Illustrated folder on request. Arthur L. Race, Mng. Dir.

**CAPE COD—BARNSTABLE**

**Cap'n Grey's Inn**—1716. Rt. 6. A charming wayside inn famous for its N. E. cuisine. License privilege. Rooms with baths. May 10-Oct. 15. The DeWitt Clintons.

## MASSACHUSETTS

**EAST NORTHFIELD**

**The Northfield.** In heart of New England vacationland. Golf, recreational delights. 250-acre estate. Atmosphere of serenity. Traditional N.E. Hospitality.

**NORTHAMPTON**

**Wiggins Old Tavern & Hotel Northampton,** & Old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

## MINNESOTA

**MINNEAPOLIS**

**Hotel King Cole.** Discriminating first time guests invariably return to Hotel King Cole. Minneapolis newest—on Loring Park. Swimming pool. Popular prices.

## MISSISSIPPI

**PASS CHRISTIAN**

**Inn By The Sea and Cottages.** Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## MISSOURI

**KANSAS CITY**

**Bellerive Hotel:** Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

## NEVADA

**LAKE TAHOE**

**Glenbrook Inn and Ranch.** On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

## NEW HAMPSHIRE

**HANOVER**

**The Hanover Inn** at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers, Robt. F. Warner, New York Rep., Tel. BR 9-6348.

**MONADNOCK REGION—JAFFREY**

**Shattuck Inn.** Nestled 'neath Monadnock, southern New Hampshire's highest mt. All outdoor sports, indoor comforts. From $4. & $22.50. Restricted. Bklt.

**WHITE MOUNTAINS—JACKSON**

**Eagle Mountain House.** 600 acre estate. Private golf course. Tennis. Sand beach bathing. No flies or mosquitoes. Orchestra. 115 rooms. 100 baths. Also cottages.

## NEW JERSEY

**ATLANTIC CITY**

**Marlborough-Blenheim.** On the oceanfront. Boardwalk sun decks, exclusive beach and cabaña colony, tempting menus. Josiah White & Sons Co.

## NEW YORK

**CRAGSMOOR**

**Cragsmoor Inn.** On mt. top 75 miles north of N. Y. Restricted clientele. Beautiful scenery. Delicious meals. Taproom. Golf. Rates $5.50 to $8. Booklet.

## NEW YORK

**LONG ISLAND—SHELTER ISLAND**

**The New Prospect.** Bathing beach, casino, tennis, riding, fishing, out-door theatre. American plan rates. N. Y. Office, 500 5th Ave. LOngacre 5-2250.

**NEW YORK CITY**

**The Alrae—37 East 64th.** A quiet and charming hotel. In the smart Park Ave.—Central Park Zone. Daily rates: Single from $4; Double $5; Suites $7.

**American Woman's Club,** 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

**The Barbizon,** Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

**Barbizon-Plaza.** New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

**The Beekman,** Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

**Beekman Tower**—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. $2.50 daily. Booklet "V".

**Beverly Hotel.** 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

**The Biltmore,** Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single $5. up; Double $7. up, with Twin Beds $8. up.

**The Buckingham,** 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

**Ferguson Club for Young Women.** Attractive environment at both houses. Rates including meals very reasonable. 35 E. 68th St.—309 W. 82nd St.

**George Washington,** 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single. $4.00 double. Write for Booklet VO and Supervue Map of New York.

**The Grosvenor.** On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50, Twin beds from $5.00.

**NEW YORK CITY**

**The Savoy-Plaza**

You will find that New York has more to offer when you stop at the Savoy-Plaza. Special World's Fair Summer Rates. Single Rooms from $5; Double from $7. Overlooking Central Park. Fine shops, theatres nearby. Subway to World's Fair at the door. Henry A. Rost, Managing Director. George Suter, Resident Manager. 5th Ave., 58th to 59th Sts.

## NEW YORK

**NEW YORK CITY**

**The Lowell.** 28 East 63rd St. A residential hotel with transient accommodations. Service from Passy Restaurant. Call Mr. Rogers. REgent 4-7980.

**Hotel Seymour,** 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

**Sherry Netherland,** Fifth Ave. at 59th Street. "Where the Park Begins." Gracious living, famed cuisine. From $7 single, $9 double, $15 suites.

**ROCHESTER**

**Sagamore Hotel,** the Best Address in Rochester, now completely remodeled. All facilities for your convenience. 111 East Ave. Singles, $3. up. Doubles, $5. up.

**WATKINS GLEN**

**Glen Springs Hotel.** A Famous Spa in America. Natural Nauheim Baths. Selected clientele. N. Y. Office, 500 Fifth Ave., Room 1106. Phone PEnn 6-9557.

## PENNSYLVANIA

**EAGLES MERE**

**Forest Inn.** 2000 feet high in cool mountains. Swimming, 18 hole championship golf course, riding. Delicious food. Dancing. Open June 15. Write for folder.

**Lakeside.** Situated high above beautiful lake. Cool. Sailing, swimming, golf, riding. Excellent food. Dancing. Entertainment. Open May 29. Write for folder.

**PHILADELPHIA**

**Bellevue-Stratford**—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

## VERMONT

**DORSET**

**Dorset Inn.** The Charm of 1796, the Comforts of Today. Golf—Tennis at the door. Swimming—Trails. "A Treadway Inn." F. O. Whittemore, Owner-Manager.

**LAKE MOREY—FAIRLEE**

**Bonnie Oaks Inn and Bungalows.** All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

**MANCHESTER**

**Equinox House.** Open until Oct. 15th, 250 rooms, discriminating clientele, golf, tennis, swimming, fishing, riding, mountain climbing, unsurpassed service.

**WOODSTOCK**

**Woodstock Inn.** Enjoy sports, complete relaxation, the gorgeous fall coloring of the Green Mts. here. Moderate tariff. C. Townsend Scanlan, Mgr.

## VIRGINIA

**VIRGINIA BEACH**

**Cavalier Hotel and Beach Club.** Open all year. 2 golf courses, tennis, riding, fishing, private ocean beach. Roland Eaton, Mg. Dir. Write for Booklet W.

**WILLIAMSBURG**

**Williamsburg Inn & Lodge**—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

## CANADA

**QUEBEC—STE. MARGUERITE DU LAC MASSON**

**Domaine D'Esterel.** Enjoy a glorious vacation sky high in the Laurentians. Every summer sport and pastime. Write for booklet to Miss L. Springer.

**QUEBEC—STE. MARGUERITE STATION**

**Chalet Cochand.** Distinguished Resort, rooms with bath; excellent swimming and all summer sports; just north of Montreal. Restricted. Write—bklt., phone 25.

**QUEBEC—ST. SAUVEUR**

**Nymarks Lodge.** 45 miles N. of Montreal. Laurentian Mts. Rt. 11. Modern log chalet. Swimming pool, tennis, dancing, fishing. Excellent cuisine. Restricted. Bklt.

## DUDE RANCHES

**For you who like the sagebrush and the open spaces.**

## ARIZONA

**COTTONWOOD**

**Spring Creek Ranch.** Modern. Spend summer at our camp, White Mts., Grand Canyon, Painted Desert, Lion hunting, Trout fishing, riding, hounds, high, cool.

## NEW MEXICO

**LAS VEGAS**

**Rancho de Dias Alegres.** In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

## TEXAS

**BANDERA**

**Mayan Guest Ranch.** 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, American plan. Write for folder. Wm. P. Taylor, Mgr.

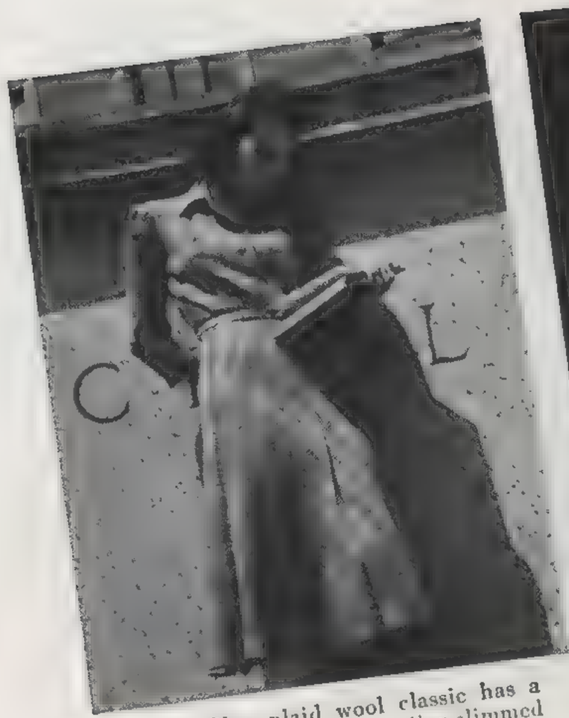
# Vogue's COLLEGE PORTFOLIO

**A GUIDE TO SMART COLLEGE FASHIONS YOU'LL FIND IN THE SHOPS**

**Here's a welcome *extra* aid for college shoppers who like to see all, know all, and make up their *minds* pretty thoroughly before they put their *feet* to work.**

**In the following pages, you'll find a picture summary of college fashions nominated for your school wardrobe by Vogue's advertisers...everything for a complete outfit from head to toe, and all the way 'round the clock. We show them because they're good college news... smart but practical...happily priced...and all available in shops throughout the country.**

**If any item you want is not to be found in your favourite store, just write to the manufacturer (you'll find name and address under each illustration) and he'll let you know where you can buy it in your city.**

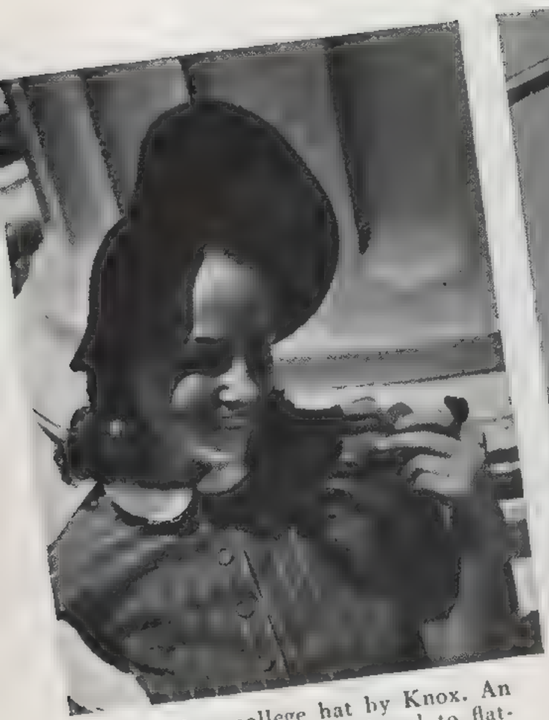


This Glen plaid wool classic has a new smooth hip-line, tailor-slimmed with thin graduated pleats. McMullen Co., 475 Fifth Ave., N. Y.

English Complexion Powder is mist-blown for added delicacy. Try golden rachel, a glowing shade. Yardley, 620 Fifth Ave., N. Y.

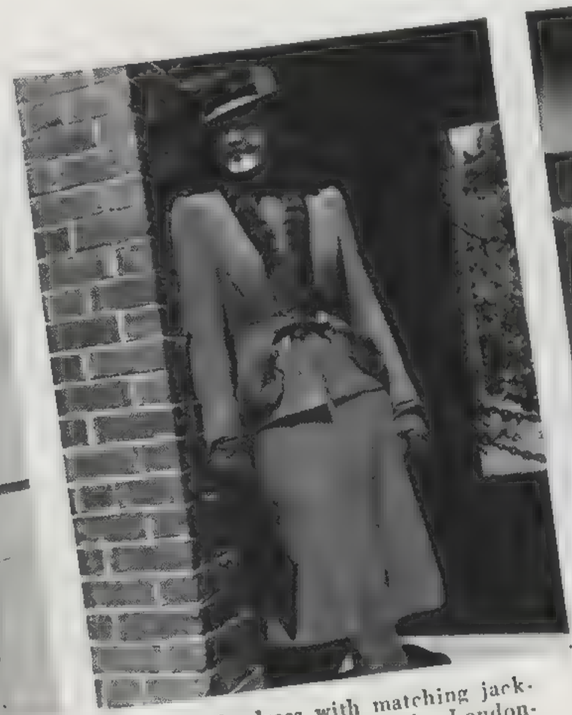
Front fullness on a Celanese Rayon crêpe dress. Inset belt, gold nail-heads, match shoulder zippers. International Dress, 1400 B'way, N. Y.

Plaid top two-piecer in "Rusticana," a wool and spun rayon homespun weave. Tabin Picker Co., 4119 Belmont Ave., Chicago, Ill.



A back-to-college hat by Knox. An off-the-face model designed to flatter the new coiffures. Knox Hat Co., 417 Fifth Ave., New York City

Beautiful plaid classic—three-button jacket with a bias-cut skirt. In green, red, blue, or brown. M. Sloat, 525 7th Avenue, New York



A simple dress with matching jacket silk-lined, interlined. London-dye sable squirrel edging, pockets. Etkin Banner, 230 W. 38th St., N. N. Y.

"Lady Schick" suède kit contains first expressly designed women's electric shaver, special cream. Schick Dry Shaver, Stamford, Ct.

Cashmere jersey dress, interesting tucked midriff, concealed slide fastened front, convertible neck. Pierrot Dress, 498 7th Ave., N. Y.

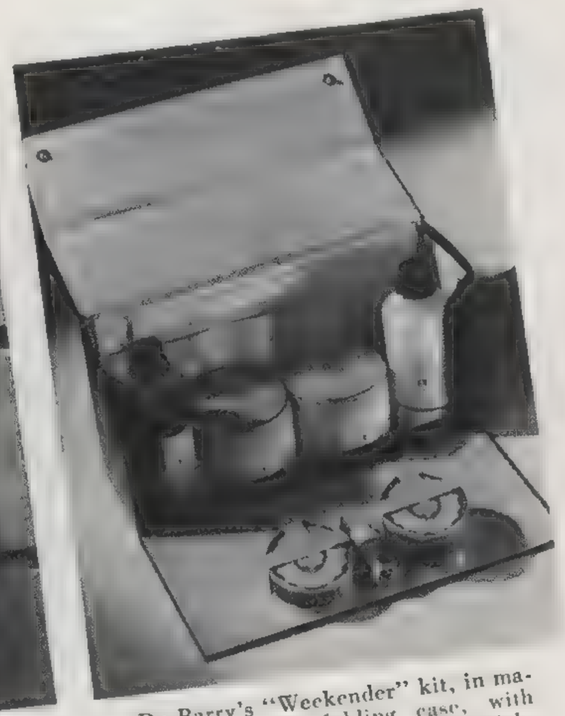
Pleated snakeskin accents this little Puritan pump with its squarish buckle and square back wedge. I. Miller, Long Island City, N. Y.

High-cut and laced way up the sides, brown suède oxford tipped with toffee tan. A suit shoe from I. Miller, Long Island City, N. Y.

Puritanical buckle on this Miles Standish pump with python inserts and a high wedge heel. An I. Miller shoe, Long Island City, N. Y.

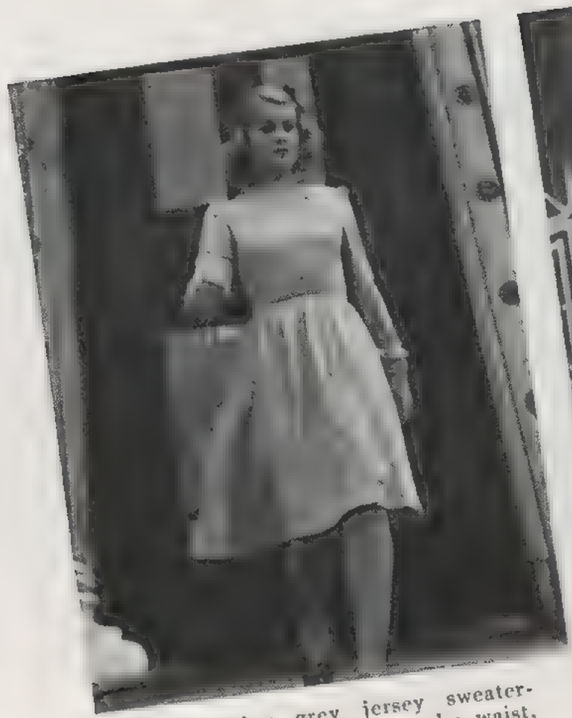
Floppy tucked flap, carved wedge in this swashbuckling monastic step-in for really serious walking. From I. Miller, Long Island City, N. Y.

A charming chunky hand-knitted effect in this "Glamour-Knit" sweater styled by Lois-Anne. Central Knitwear, 1370 Broadway, New York



Du Barry's "Weekender" kit, in maroon or navy folding case, with foundation, external essentials. Richard Hudnut, 113 W. 18th St., N. Y.

*(Advertisement)*



A charming grey jersey sweater-dress has rib knitting at the waist, neck-line, and cuffs. Horwitz & Duberman, 498 Seventh Avenue, N. Y.

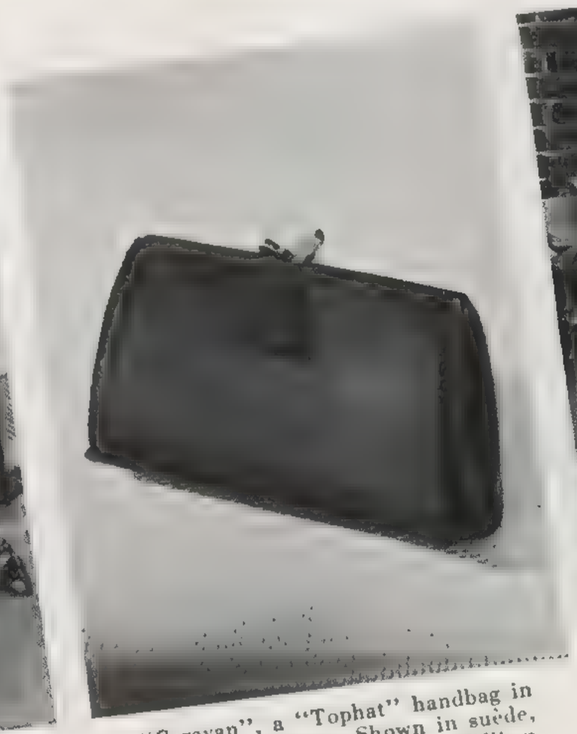
Reticule pockets with embroidered frill and velvet baby lacing, on "Ribway" rayon crêpe. Tabin Picker Co., 4119 Belmont, Chicago, Ill.

Swagger buck "Scamp" with coloured binding and covered square platform heel. Resilient crêpe sole. From Rasmussen, Westboro, Mass.

This Hylo step-in is in black suède with gun-metal calf trim. Claud'a last and cadet heel. A Walk-Over shoe. Geo. E. Keith Co., Campello, Mass.

Suède and alligator-calf combine again in this classic pump, designed to fit snugly. Red Cross Shoe Co., 1658 Herald Ave., Cincinnati, O.

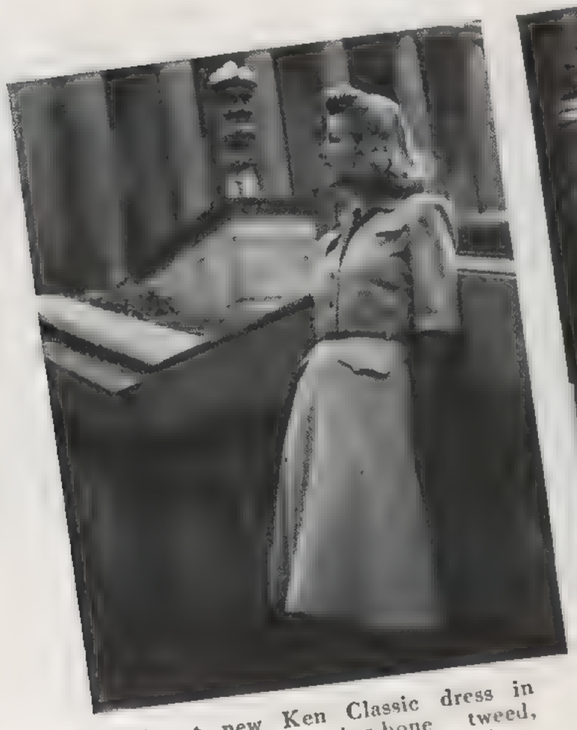
Pleated-skirt classic tailored by McMullen. Of a bold Scotch Vi-yella tartan; authentic Macbeth clan plaid. McMullen, 475 5th Ave., N. Y.



"Caravan", a "Tophat" handbag in smart fall colours. Shown in suède, calf, and grain leathers. William Rath Co., 31 E. 32nd St., N. Y.

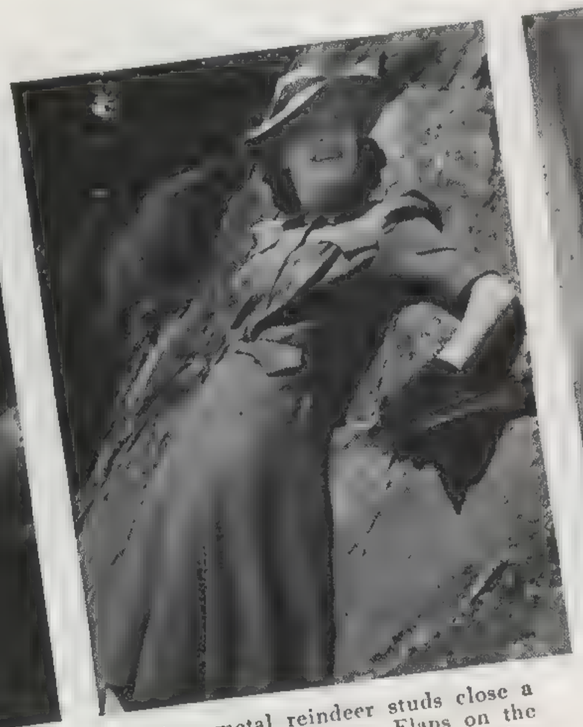
This Arlingcrest flannel skirt has two pockets. Windsor Sportswear. Matching Goura sweater. Select Sportswear. Both 1384 B'way, N. Y.

Rows of fine stitching make the convertible collar of this Deberaft blouse set as well as a man's. Markay Waist House, 525 7th Ave., N. Y.



Smart new Ken Classic dress in lightweight herring-bone tweed, new copper buttons, many pockets. Kenneth Tischler, 108 W. 39th, N. Y.

A one-piece casual in feather-weight wool. Simple tailoring with an invisible front gore. Club collar. Lord's Sportswear, 498 7th, N. Y.



Silver metal reindeer studs close a wool-and-rayon dress. Flaps on the blouse; flap pockets on skirt. Nan Tailor Fashions, 1375 B'way, N. Y.

A stroller of bio mink-dyed coney in the new fisher blend. Matching hat and draped muff. Seymour Grean, Inc., 231 West 29th St., N. Y.

"Doublet"—sports Coolee in golden Palomino leather that goes with everything. Contrasting calf trim. Joyce, 55 N. Vernon, Pasadena, Cal.

A spectator step-in shoe, "Bart", is of elasticized suède and alligator-calf. An "Air-Step" shoe from Brown Shoe Co., St. Louis, Mo.

The ever-popular saddle classic. This time with a durable Du-Flex sole, designed for hard daily wear. Avon Sole Co., Avon, Massachusetts

For the rainy day, a high heel Gaytees oxford, designed to look like a smart suède shoe. U. S. Rubber Co., 1230 Sixth Ave., N. Y.

*(Advertisement)*

A fitted Débutante gray kidskin with bloused back. It is Kofsky-processed to retain natural luster. Saul Salzberg, 305 7th Ave., New York

A two-piece suit of Hockanum wool has a buttoned-up jacket with velvet piping and turn-down lapels. Max Levine, 512 7th Ave., N. Y.

This neat sugar-spun crêpe has a narrow straight skirt with a deep, pleated flounce. Safety-pin trim. Adler & Adler, 550 7th Ave., N. Y.

Keeping ship-shape in knock-about cotton corduroy slacks. They're warm enough for sea breezes, too. Dainty Mfg. Co., 1370 B'way, N. Y.

"Tish-U-Knit" duo set designed by Léon. A cardigan and slip-over in Shetland blend yarn. Olympic Knitting Mills, 1372 Broadway, N. Y.

Jewelled safety-pins decorate the four pocket flaps of this one-piece dress made with self buttons. International Dress, 1400 Broadway, N. Y.

Herring-bone tweed suit. Slim cardigan jacket and gored skirt, with high pocket interest. From M. Sloat, 525 Seventh Avenue, New York

"Helen Harper" combines sugar 'n' spice in this cashmere blend cardigan, hand-crocheted monogram. Blume Knitwear, 1372 B'way, N. Y.

A good suit shoe of elasticized crushed black kid with patent leather trimming. "Heel Latch" shoe. International Shoe, St. Louis, Mo.

A "Heart-o'-the-Pelt" leopard cat swagger with sheared Canadian beaver trim. Matching hat with felt. M. Schotland, 333 7th, N. Y.

Soft wool dress with high-button cardigan neck. Large knotted pockets relieve its simplicity. Charles Armour, 498 7th Ave., New York

A Celanese Rayon dress draped with flattering front fullness and full long sleeves. Gold button trim. Kane Weil Co., 498 7th Ave., N. Y.

A campus classic of all wool crisp sheer. Natural pleats and self-shirred basket weave pockets. Arkay Junior, 498 7th Ave., N. Y.

Suède step-in with Controlastic suède quarter to assure perfect heel fit. Pin-punch vamp, built high. Pincus & Tobias, 721 B'way, N. Y.

Suède vamp and quarter with Controlastic suède midriff. Baby alligator moccasin, bow, breasted wedge. Pincus & Tobias, 721 B'way, N. Y.

All-Cognac Norwegian calf walker for fall and winter. Unlined quarter, Vitalized sole. Vitality Shoe Co., 1509 Wash. Ave., St. Louis, Mo.

"Solita" is a black suède oxford with perforated vamp, patent trim, bridge wedge heel. Queen Quality. International Shoe, St. Louis, Mo.

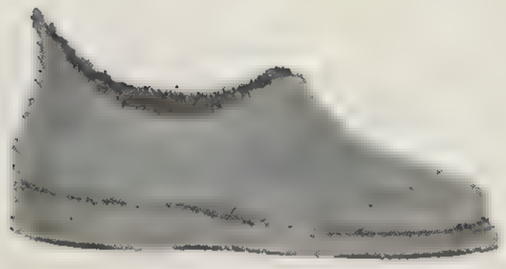
New high top-line on elasticized suède slip-on with elasticized braid. A "Jacqueline" shoe by Wohl, 1601 Washington St., St. Louis, Mo.

*(Advertisement)*

Walled toe on a V-line pump of conga brown elasticized suède with calf. A "Connie" shoe by Wohl, 1601 Washington St., St. Louis, Mo.

An elasticized black faille saddle on black suède step-in. Pyramid heel. "Sabeau" by Queen Quality. International Shoe, St. Louis, Mo.

"Waldo", an "Air-Step" alligator-calf step-in pump with graceful high square covered heel. Brown Shoe Co., St. Louis, Missouri



"Bear Hug", fat, furry slippers from the same enchanting fabric as your childhood Teddy Bear. Joyce, 55 N. Vernon Ave., Pasadena, Cal.

A stream-lined shirtwaist classic of gabardine. The shirt-front line carries down to a stitched-in pleat. Gross-Sydney, 498 7th Ave., N. Y.

This extra jacket of wide-ribbed cotton corduroy, box-cut with rounded lapels, is at home anywhere. B. H. Wragge, 550 7th, N. Y.

Bramley suit and topcoat in masculine Glen plaid checks. The five-button jacket is cut like a boy's. Bramley, Franklin Simon, N. Y.

A Betty Hartford rabbit's hair wool with cardigan neck and stitched panels. KwiK slide fastener in placket. Kolodney, 1410 Broadway, N. Y.

Alligator grain calf "Tyless" shoe, with covered heel. Fits snugly with a Talon Slide Fastener. E. P. Reed Co., 47 W. 34th, New York

"Horse's Neck"—a gay plaid wool with matching crushed leather belt and horse's head pin. Forest City Co., 1627 Wash., St. Louis

Campus styling in a wool princesse dress, cowhide belted. Neck and placket are KwiK slide-fastened. Nan Scott Co., 1400 Broadway, N. Y.

An interesting tucked and draped front mark this afternoon dress of Celanese Rayon. Bracelet sleeve. Doctor Dress Co., Chicago, Ill.

There is news in Rothmoor's "Duette," the dress-coat with removable zipper lining. Rothmoor, Merchandise Mart, Chicago, Illinois

"Best-all-rounder", a junior dress in spun rayon, wool and rabbit's hair. A "Paul Sargent" dress. Dan Novick, 325 W. Jackson, Chicago

"Wear-Right" American-made glove in "Doubleplex Suède". Simulated hand-whipped stitching. Wimelbacher & Rice, 38th and Madison, N. Y.

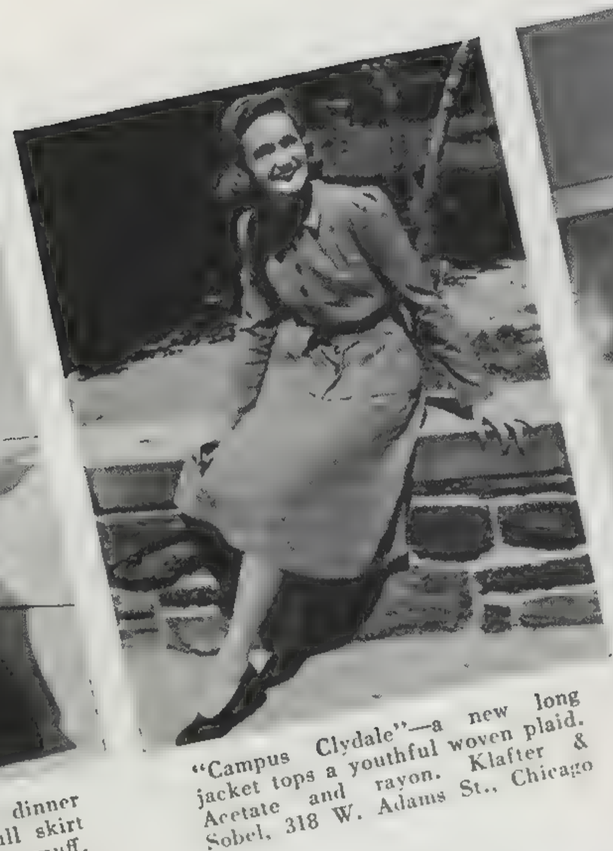
A new torso sweater introduces the ribbed waist in the classic cardigan. Skirt of wool fabric dyed to match. Bermuda Knitwear, 1410 B'way, N. Y.

A tri-colour combination of Heller jersey makes this "Minx-Modes" dress, with detachable hood. Lowenbaum Mfg. Co., St. Louis, Mo.

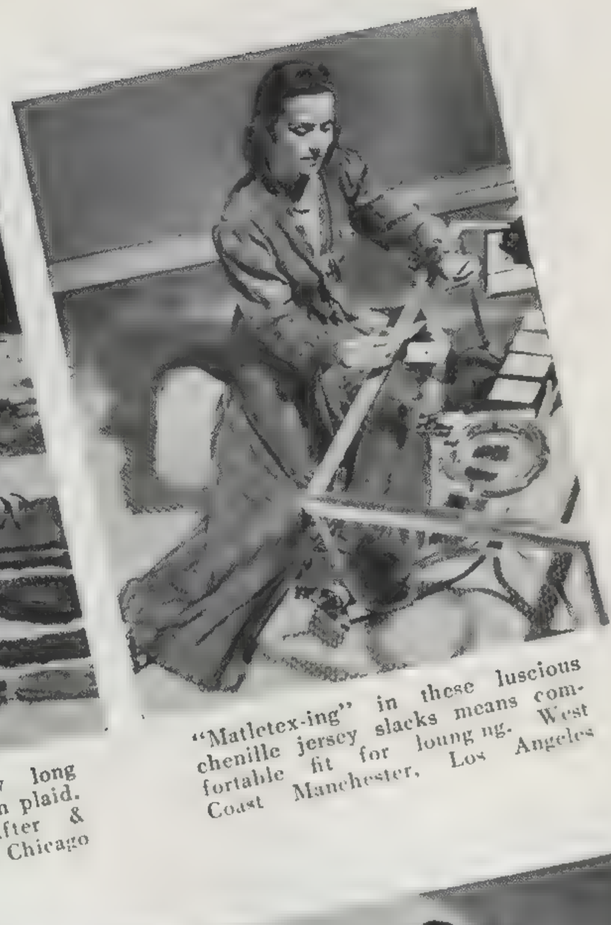
Saddle-tan calf oxford with "bootmaker" finish, hand-rubbed, sturdy, glove-soft. From Dixon Bartlett Co., 110 West Redwood, Baltimore, Md.

For the young in spirit is this casual coat with wolf collar and deep postman pockets. Rothmoor Co., Merchandise Mart, Chicago

This Celanese Rayon velvet dinner dress has an enchanting full skirt with white fur trim. Matching muff. Kallman & Morris, 530 7th, N. Y.

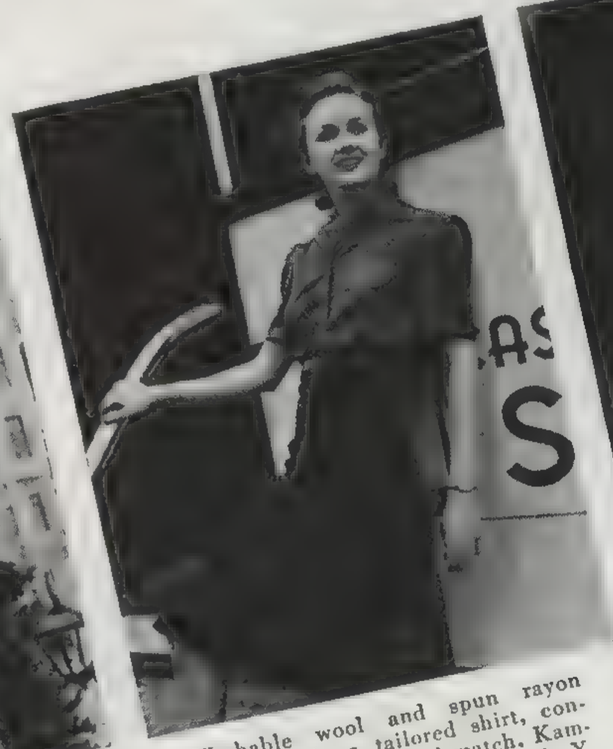


"Campus Clydale"—a new long jacket tops a youthful woven plaid. Acetate and rayon. Klafter & Sobel, 318 W. Adams St., Chicago



"Matletex-ing" in these luscious chenille jersey slacks means comfortable fit for loung ng. West Coast Manchester, Los Angeles

The high tucked neck-line of this sheer tweed accents its broad shoulders. A heavy gold chain belts it. Charles Armour, 498 7th Ave., N. Y.



Washable wool and spun rayon gabardine in a tailored shirt, contrasting skirt. Mix and match. Kamber & Masket, 491 7th Ave., N. Y.

Fashion-right "Mother Goose" colours for fall in three-thread silk crêpe twist. Proportioned lengths. Holeproof Hosiery, Milwaukee, Wis.

A youthful V-neck dinner dress of cotton velveteen. Gold kid appliqué trims the pockets on the full skirt. American Deb, 525 7th Ave., N. Y.

Another in the step-in pump family —"Fairfax", in suède with alligator-calf. Johnson, Stephens & Shinkle, 4242 LaClede Ave., St. Louis, Mo.

"Winsome", a step-in pump with high tongue in ever-popular black suède. Johnson, Stephens & Shinkle, 4242 LaClede Ave., St. Louis, Mo.

Gaucho sport step-in, Laddie last, wedge heel. Green alligator-calf, elasticized suède. From Walk-Over. Geo. E. Keith Co., Campello, Mass.

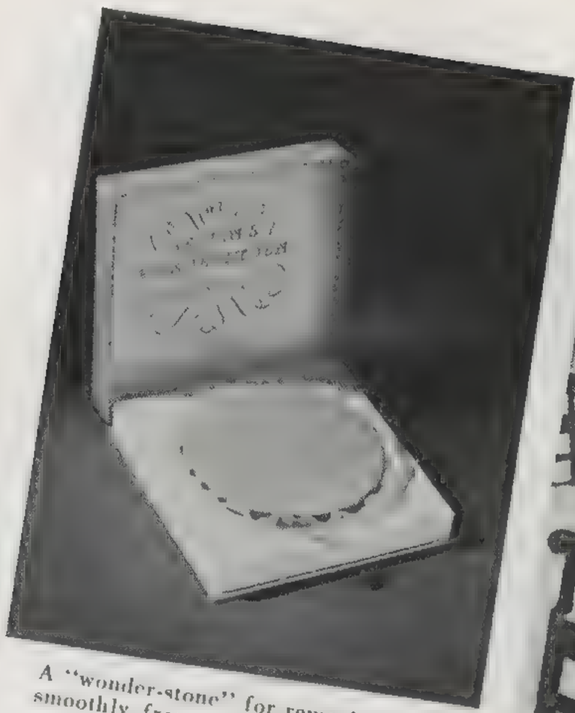
Young classic roller made of fur felt. Cushion brim, and pert, variegated quill. In many colours. Brewster Hat, 411 Fifth Ave., N. Y.

A new fabric, "Stargleam", makes this velvety ribbed robe as soft as down. Snugly zipped, fitted. Jebaily-Lonschein, 105 Madison, N. Y.

Stroock's slim wool with straight skirt. Trimmed in matching wool embroidery, leaf pattern. Casino Dresses, Inc., 530 7th Ave., N. Y.

Between classes in a two-piece velveteen with a long cardigan jacket. Knit patch pockets. Sports Vogue, 498 Seventh Ave., New York

(Advertisement)



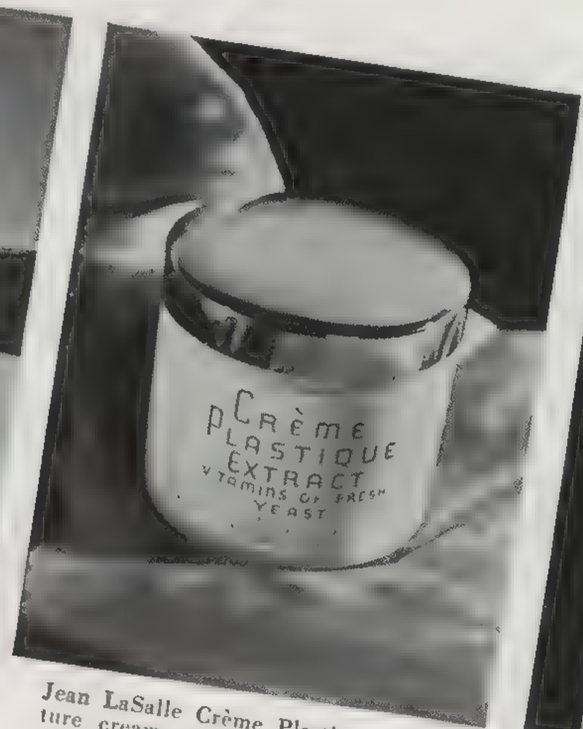
A "wonder-stone" for removing hair smoothly from arms and legs, by a neat, dry process of "erasing". Bel-I'n-Wonderstoen, 1140 B'way, N. Y.

This fitted wool dress coat has a distinctive Fromm fox collar and deep flaring border. Levy, Blum & Goldschmidt, 512 7th Ave., N. Y.

"Tourobe", a miniature wardrobe trunk packs six to ten dresses immaculately. Canvas or rawhide cover. Hartmann Trunk Co., Racine, Wis.

"Magic-Circle", a flattering 3-thread crêpe. A lacy circle of two-way stretch elastic helps flexibility. Holeproof Hosiery, Milwaukee, Wis.

Hand-woven Harris tweed in a new type box coat, beautifully cut with bias sides and full, jutting back. Towncliffe, Inc., 214 W. 39th, N. Y.




Jean LaSalle Crème Plastique, texture cream containing the vitamin of fresh yeast. Viviny Perfumes, 212 Orange Ave., West Haven, Conn.

Stroock's herring-bone in a torso-length suit with high notch collar, flap pockets, pleated skirt. Grossman & Spiegel, 512 7th Ave., N. Y.

A two-piece class dress in Crown Tested Spun Rayon and wool flannel. Low pockets, gathered fullness. Trollman & Masket, 498 7th, N. Y.

Elasticized suède and racer snake calf pump with a pyramid heel. A "Heel Latch" shoe from International Shoe Co., St. Louis, Mo.

All-black suède with patent kid scalloped piping. Comfortable Cuban heel, yet dainty enough for afternoon. Vitality Shoe Co., St. Louis

This casual shoe with leather wedge heel is a good variant of the saddle oxford for campus wear. Red Cross, 1658 Herald Ave., Cincinnati

Black Bucko "Collegebred" shoe. Contrasting platform sole, and keg heel. Coloured piping. E. P. Reed & Co., 47 W. 34 St., New York

Full-length petit-point wool coat with fullness released below the pockets. Matching sheer wool dress. Etkin Banner, 230 W. 38th St., N. Y.

"Marcie", youthful pompadour bonnet with side width. Made to fit back on head. Felt back bow, band. Dobbs Hats, 417 5th Ave., N. Y.

A pencil stripe on tan flannel, echoed in the Peter Pan collar. Bias skirt, front, back pleats. Horwitz & Duberman, 498 7th Ave., N. Y.

As collegiate as the campus—this lounging slipper of artfully cut polo suède. In ten shades. "Dido", by Daniel Green, Dolgeville, New York

"Slip-on", a Hi-Lark shoe of shirred velvet for lounging or home dinner wear. Contrasting sole. Pli-Mode Shoe Co., 210 B'way, Everett, Mass.

*(Advertisement)*

"Kasanova", a novelty slip-on in glacé kid with appliquéd bow motif. Contrasting fall colours. Aris Gloves, Inc., 1 Park Ave., N. Y.

Cashmere jersey classic for class wear. Graceful pleated skirt. Wide leather belt and buttons. David H. Smith, 1350 Broadway, New York City

The "Vassar", a combination rain-and-top-coat, is of poplin with a rayon lining. Water-tight seams. U. S. Rubber Co., 1230 6th, N. Y.

A flattering collar of lynx-dyed white fox tops this young coat with front fullness. Pacific Mills fabric. Mandelbaum, 512 7th, N. Y.

A tailored classic in Crown Tested Spun Rayon. Skirt slimmed by inverted pleats. Soft bloused top. David Crystal, 498 7th Ave., N. Y.

The deep kick-pleats, fore and aft, on this Bramley wool casual, insure plenty of room for action. Bramley, Franklin Simon, N. Y.

A jewelled bodice tops a long slim skirt in this short-sleeved dinner dress of Celanese rayon crêpe. Kallman & Morris, 530 7th Ave., N. Y.

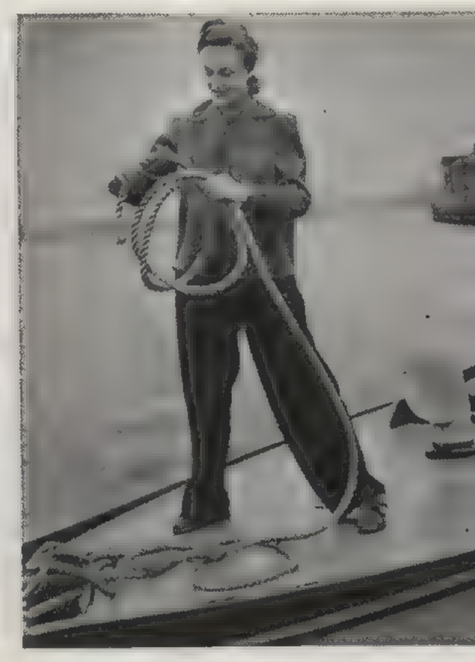
Off for college dates in a double-breasted reefer. Precious mink rippled collar. Pacific Mills fabric. Mandelbaum, 512 7th, N. Y.

A trim dress of Hockanum wool. Stitched self-bands trim the waist and high buttoned-up bib neck. Adler & Adler, 550 7th Ave., N. Y.

A graceful afternoon dress in cotton velveteen with a very full skirt. Quilted embroidery on the bodice. Horwitz & Duberman, 498 7th, N. Y.

"Let's Dance"—a youthful dress in rustling silk taffeta. Jewelled petal buttons and patch pockets. Robert Arnold, 498 7th Ave., N. Y.

For slouchy smartness, a roomy "all-'round" coat of Collegienne Suède. Widely belted. Scully Bros. Inc., 725 E. Wash. Blvd., Los Angeles, Cal.



Laugh at sea spray in a washable wool and spun rayon gabardine shirt and slacks. Many colours. Kamber & Masket, 491 7th Ave., New York

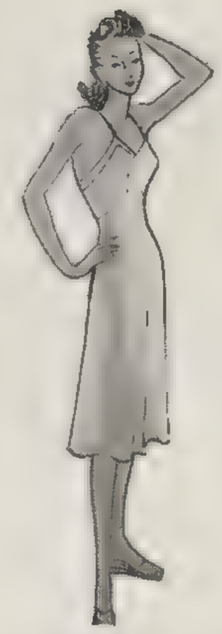
*(Advertisement)*

Arlingcrest flannel from naphthalated wool makes a soft shirt-dress by Nelly Don. Donnelly Garment Co., 1828 Walnut St., Kansas City, Mo.

A two-piece sheer Ardross wool with shoulder tucking and distinctive buttons. Striped skirt. Elsa Brady, 8003 Forsythe, Clayton, Mo.

A wool and camel's-hair single-breasted coat for the campus. Removable lining with KwiK slide fastener. Berkshire, 230 W. 39th, N. Y.

Dainty warm "Downy-Wyns" gown with shirred waist-line. White wool trims each of the luminous colours. Van Raalte, 417 5th Ave., N. Y.



A Mary Barron "biastraight" slip, of Celanese Rayon stays down smoothly under the straight silhouette. Davidson Bros., 105 Madison, N. Y.

Rare surface interest is created by rabbit's-hair in this campus dress pleated from shoulder to hem. Mayflower Dress Co., 1350 B'way, N. Y.

Lapels of white faille add flattering softness to this two-piece rayon velveteen. Forest City Mfg. Co., 1627 Wash. Ave., St. Louis

Two luxurious Fromm silver foxes make this detachable cape shawl collar. Slim black coat. Levy, Blum & Goldschmidt, 512 7th Ave., N. Y.

Good companions, this will-o'-the-wisp "Lastex" girdle with satin panel; firm uplift brassière to match. Van Raalte, 417 5th Ave., N. Y.

A new two-way stretch pantie-girdle daintily decorated with light blue polka dots. Rachel weave. Kleinert Co., 476 Fifth Ave., N. Y.

Candy-cane lipstick, compact, and cream rouge in a young, gay-as-a-circus colour. Nail polish to match. Elizabeth Arden, 681 5th Ave., N. Y.

Heavy folds of cotton velveteen give this "side saddle" draped dress a graceful sweep. Bows trim the bodice neck. Junior Formals, 498 7th, N. Y.

Heatherton monotone Shetland tweed suit of imported Botany Bay wool. Matching sweater. Empire Imports, 1410 B'way, New York

This twenty-one inch striped canvas wardrobe case holds six dresses, underwear, accessories. Oshkosh Trunks & Luggage, Oshkosh, Wis.

"Angeleno" girdle; exclusive Carter fabric. Front and back panels of vertical-stretch rayon satin "Lastex." Wm. Carter, Needham Hts., Mass.

*(Advertisement)*

Every college wardrobe should include a youthful boxy sweater like this simulated hand-knit rack stitch one. Jane Irwill, 1372 B'way, N. Y.

All-wool jersey cardigan in heather tones and Shetland skirt in blending new fall colours. Straus, Royer, and Strass, 1410 Broadway, N. Y.

"Mais Oui", the frankly flirtatious perfume, in its fan-stoppered bottle, an exquisite, distinctive fragrance. Bourjois, 35 W. 34th St., N. Y.

The new side tie with horizontal rows of buttons on a Juilliard fabric coat. Velvet edging down front. Barkin Levin, 500 7th Ave., N. Y.

"Sta-Up-Top" Le Gant that won't roll over or ride up. Rayon satin "Lastex" front, back. Two-way sides. Warner Bros., Bridgeport, Ct.

"Little Red School House" by Du Barry. Kit contains four beauty preparations, toilet soap, powder. Richard Hudnut, 113 West 18th, N. Y.

Criterion's real calfskin belt. Self-colour cobble-stitching and highly polished harness buckle. Slote & Klein, 16 E. 34th St., N. Y.

"Air-Lite" dress shields that contain no rubber but give full protection. Adjustable shoulder straps. Kleinert Co., 475 5th Ave., N. Y.

Men instinctively approve the winsome and wholly feminine fragrance of English lavender. Yardley features it. 620 Fifth Avenue, N. Y.

Wellesley beaver-dyed coney coat. Shrug shoulders and bell sleeves give a swagger to its cut. National Fur Coat Co., 333 7th Ave., N. Y.

"Sta-Up-Top" pantie-girdle won't roll over. For sports, dancing. Rayon satin front, two-way stretch sides, back. Warner Bros., Bridgeport, Ct.

"Interlude", a Maiden Form brassière gives rounded lines to the average figure. Of lace and broadcloth. Maiden Form, 200 Madison, N. Y.

"Imra", an odorless, cosmetic depilatory, easy to apply. It keeps skin hair-free and feminine. Chevalier Garde, 730 5th Ave., N. Y.

"Quadrangle", a vanity bag of suède mounted on a simulated shell frame of repeating pyramid design. Paristyle Bags, 33 E. 33rd St., N. Y.

Nine essentials that constitute a beauty curriculum for young faces. Packed in an attractive book-box. Elizabeth Arden, 681 5th Ave., N. Y.

A youthful bolero all-occasion dress of satin-faced crêpe with a touch of braid; bow belt. Klafter & Sobel, 318 W. Adams, Chicago, Illinois

# SCHOOL DIRECTORY

*Vogue's selected list of schools*

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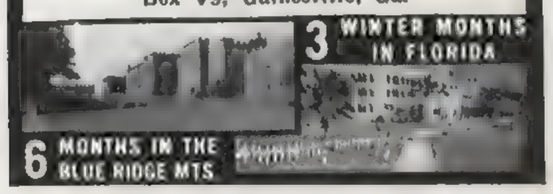



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# SCHOOL

*Vogue's selected*

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**SAVE DURING OUR "SLOW" SEASON!** Our fur collection is complete, our workroom unhurried . . . let Molot, formerly of Bergdorf Goodman Fur Corp., make your coat in August! Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

**RICHARD KOPPEN,** formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

## FURS REMODELED

**NEXT SEASON'S MODE FOR OLD FURS** Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C.

**"WHERE ON EARTH CAN I FIND—?"** That question is on the tip of your tongue every day, when something breaks, or something is torn, or an emergency arises. Consult Vogue's Address Book; it will answer your questions

## HAIRDRESSERS

**J. SCHAEFFER,** custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

**CHARLES BOCK,** authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

**EMILE ROCKEFELLER CENTER** —Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

**MARIO JEREZ,** New York's most Prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

# *Vogue's* ADDRESS BOOK *of shops and services*

Where to get it.... Where to have it fixed.... Where to have practically anything done.... Here are listed some useful suggestions to help you solve your shopping problems.

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

**HATS PLUS TEA.** Mid-afternoon is the best time to go to Madame Lil Picard's, at 677 Madison Avenue, to order your autumn hats. For then, tea will be served from her lovely old English tea-service, in her comfortable apartment-shop, and you can make your selections in the same unhurried, leisurely way you would in your own home. We think that, tea or no tea, you'll like them. You'll especially enjoy, we're sure, the unusual materials in her repertoire—the kind you generally don't think of in the same thought with hats. (We were particularly enthusiastic about a soft corduroy.) And the astonishing objects she ferrets out for trimming will win you, too. All her hats are very young in style and price ($8.50 minimum, $15 maximum), with a French touch, indicative of her background—especially apparent in her berets and turbans. Drop in for an off-campus Best Hat before you leave for college. We can hear Madame Picard saying: "Blue or black? Cream or lemon?"

**5'8" AND UP.** If your height wobbles perilously close to the six-foot mark, as does ours, we don't have to agonize to you about buying clothes; we don't have to bewail the size twenties that have to have a reef taken in at the waist, or the size fourteens, with the waist-lines at a level with our armpits. Peg Newton, a nigh-six-footer herself, felt those agonies, too, and last spring she opened a shop for Brünnhildes, as she calls her charges. She has made for her specially constructed clothes with three-inch hems, cut longer in the bodice, with waist-lines that don't need a complete overhauling.

We went in to see what she would be having for elongated college girls. You'll be able to find knee-length skirts that won't come to an end at the shorts line; jackets that won't ride up; coats with sleeves that manage to connect with the wrist-bone; shirts with extra-long tails; even knock-aboutables like slacks have length-plus in the crotch. Prices scoot between $16 and $40; and the address of this Valhalla is 6 East Forty-Eighth Street.

**SHOE PERSONALITIES.** Shoecraft, the place that can turn out sizes 2½ to 12, AAAAA to C without batting an eyelash, gives you a chance to do some trick-manœuvring with your shoe wardrobe. They've inaugurated a Personality Footwear Department—and here's what you do: you select the various parts of a shoe that you've always admired, and they'll do an assembling job, and produce for you Your Shoe—none other like it east of the sun. Then when you have a shoe that is Yours, you dream it up in all sorts of colours and fabrics. You and your shoes will be as inseparable in people's minds as baked beans and Boston brown bread. The address—714 Fifth Avenue.

## HAIRDRESSERS (Cont'd)

**C. LEONCE FOR ADVANCED HAIR STYLE** Noted for incomparable chic & originality. His Self-setting wireless permanent has been the talk of this continent. Specialist in Scientific Hair coloring. 9 E. 53 St., N. Y. WI 2-0399

**FRED the Hairstylist,** creator of Hair Styles in vogue. Hair and scalp rejuvenation under meticulous supervision. 18 E. 49th St., EL 5-2220. Also Washington, D. C., Branch at Phillipsborn, 11th St., between "F" & "G". Tel. Nat'l 4174

**ROBERT MAKES YOU BEAUTIFUL.** His Flexible Permanent is youthful, individual. Special attention to dyed, bleached, white hair. Summer Coiffeur designed and waved, $1.50. Booklet. 675 5th Ave. (53 St.) PL 3-9023

**SATTLER'S** fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

**A NATURAL SOFT PERMANENT WAVE** can do more to make you lovely than any other beauty treatment. We, at Maison Laurent, make the most of the natural beauty of your hair. 683 Fifth Avenue, N. Y. C. WI 2-5212

**JOSEPH, ART HAIRDRESSER'S** wireless permanents are durable, glossy—styled by experts. We recolor hair in the most youthful and natural shades. Lasting finger & marcel waves. 31 West 58th Street, New York. PL 3-6649

**IVAN**—15 years on the Avenue. Finest Permanent Waves—all methods—for all textures of hair—$10. Ivan's quick flower scented setting lotion $1.00 by mail. 665 Fifth Ave. (corner 53rd St.) ELdorado 5-7565

## HAIR COLORING

**HAIR COLORING DONE SCIENTIFICALLY** on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

## HAIR GOODS

**MANUEL TRANSFORMATIONS**—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York City

**FRANÇOIS ART TRANSFORMATIONS** and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N.Y.C.

**THE ADDRESS BOOK** is a directory of specialized shops where you can find the most unusual articles and services that you might look for elsewhere in vain. Your letter will bring you complete information as to rates, etc.

## MAIDS' UNIFORMS

**MAIDS' Aprons & Dresses** of Distinction—Imported & domestic fabrics. Address of representative in your vicinity sent upon request. Katharine M. Robeson, 318 W. Springfield Avenue, Chestnut Hill, Philadelphia, Penna.

## MENDING—REPAIRING

**DAMAGES IN ANY FABRIC** rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N.Y.

## MILLINERY

**CHIC ORIGINALS SUPERBLY STYLED,** handmade, especially for you! Felts, Fabrics $5.50; Your materials $3. Remodeling. College, Modes. Colors matched. Mail Orders. Chez Chapeaux, 218 Madison Ave. (36th St.), N. Y.

## NAME TAPES

**CASH'S WOVEN NAMES cost so little** and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 20 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

**VOGUE'S ADDRESS BOOK** is at your service to help you discover useful services around town. If you are looking for something which we have not listed, drop us a line and tell us about it. We will try to find what you want

## PERSONAL SERVICE

**ARE YOU WARDROBE WEARY?** Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

## SHOES

**SHOECRAFT, 714 Fifth Ave., New York City.** Famed stylists to the narrow foot and heel. Sizes 2½ to 12, AAAAA to C. Send for booklet VC. Expert mail service. Charge accounts. Also custom made footwear on your own last

**I. MILLER,** 450 Fifth Avenue (at 40th Street), New York City. If you've a long, narrow foot, see the new collection of beautiful fall shoes now, for the first time, in sizes 8-11, AAAAA-C. Charge accounts are invited by this store

## SHOES REBUILT

**LIVERPOOL SHOE REBUILDING CO.** Boots, Shoes and Wedgies rebuilt, restyled and corrected to fit. Shoes lengthened, shortened, widened. Orthopedic, Dyeing, & Order Made Depts. Mail Orders. 138 W. 34 St., N. Y. (opp. Macy's)

## SHOPPING COMMISSIONS

**EDITH V. STOVEL, INC.** Shops for Value, not "bargains." The better shops at your doorstep. Featuring country clothes and summer fashions at no extra charge to you. 366 5th Ave., New York. WI 7-3288. Cable Edivalsto

**SARAH BOOTH DARLING.** Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no answer, LExington 2-1100

## SWEATERS

**SWEATERS**—from Scotland. Pastel cardigans and pullovers of cashmere and Shetland wool. Favourably priced under a preferential tariff. Write for booklet. Henry Morgan & Co., Limited. Phillips Square, Montreal, Canada

## TAILORS

**P. BASILE & SON** creates for discriminating women, individual custom made suits, coats of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St. VO 5-7584

**JOSEPH FRAM formerly of Fortnum & Mason.** Creator of fine custom-made clothes. Imported fabrics or your own material. Also ready-to-wear suits & coats from the Jaeger House of London. Expert remodeling 15 E. 47 St., N. Y.

## WEDDING STATIONERY

**ENGRAVED WEDDING invitations and Announcements.** Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Virginia

**WEDDING INVITATIONS—Announcements** exquisitely engraved. Samples sent promptly on request. An authoritative service, prices reasonable. Discriminating comparison requested. Harcourt & Company, Louisville, Kentucky

**WEDDING INVITATIONS or Announcements** 50 for $2.50; with an additional 50 at $1.00. Visiting cards 100—price $1.00. Quality guaranteed. Write for free samples. Society Stationers, 4933 Ohio Street, Chicago, Illinois

## WEIGHT REDUCING

**ROSE-DOR FARMS—Magnificent weight** reducing and beauty haven. Body and facial rejuvenation by expert attendants. Fine accommodations. Booklet. 30 minutes from N. Y. C. Irvington-on-Hudson, N. Y. Tel. Irvington 1280


***"It gives us the biggest return for the money."***

• This is a quotation from a pleased Address Book advertiser who has not missed an issue of Vogue for 15 consecutive years. Write us for details on the effectiveness and surprisingly low rates in this section.

**VOGUE'S ADDRESS BOOK**
420 Lexington Ave. New York

John Frederics

29 EAST 48 STREET
NEW YORK CITY

306 N. RODEO DRIVE
BEVERLY HILLS, CAL.

*Exclusively*

**SHOECRAFT**

714 FIFTH AVENUE • NEW YORK
Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
Mail orders filled • Booklet • Charges

12.75

**Secret Service . . .**
***Moves Out of Town!***
Among ladies with long narrow feet, it's no secret at all! There's a movement on foot at Shoecraft to dispatch Secret Service all over the U.S.A. Send for your pair in fine black or brown suede before any one else in your vicinity . . . only 12.75

**Over $2000 in Sales from *one* little ad**

One-twelfth of a page, same size as this, with a picture, a description and a price, brought $2163 in mail orders from Vogue's readers to a merchant in a small Arizona town.

Do you have a retail item that is new, smart, different? You, too, can enjoy the thrill and profit of doing a lucrative nation-wide mail-order business.

Advertising rates are scaled to meet your budget.

***Write to Shop Hound Department, and let us tell you more about this profitable retail feature.***

**VOGUE**
Room 1900
420 Lexington Ave. New York City

HOUSE & GARDEN'S

**PORTFOLIO OF FLOWER PRINTS**

■ 25 superb flower engravings, reproduced in full color, suitable for framing, with an introductory essay and biographical notes by Richardson Wright. Enclosed in a handsome case $5 (postpaid).

THE CONDE NAST PUBLICATIONS, INC.
GREENWICH, CONN.

# Shop

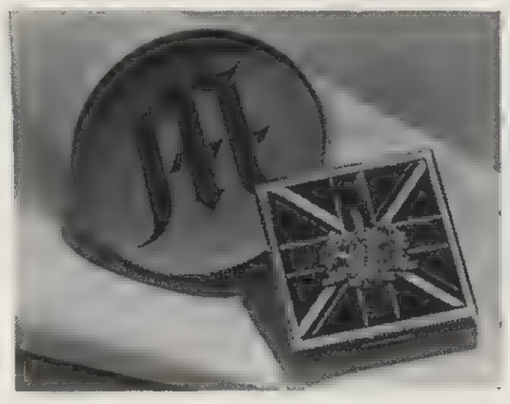
**Animal King:** Sheared beaver has really worked its way with authority into the heart of The College Girl. The little coat in the picture illustrates one of the reasons why. This finger-tip-length affair is warm and flattering, with roomy pockets, leather buttons, and squared-off shoulders. The back view is interesting, too, for it has a slit up the back, just like a riding-coat. The price is $345. And if you want to *cover* yourself with beaver, there's a rather dressed-up beaver-and-leather hat, for $35; and a long-strapped bag made to match. This costs $55. At Alexander Furs, on the Boardwalk, Atlantic City.

**Sweet Eagle:** So many people have asked us where they could buy the little quilted taffeta eagle which we showed in our July fifteenth issue. Here's the story. He is a sachet, scented with a delicacy called "*Suivez Moi.*" His wings and tail are of pink and white stripes, his head in pale grey blue, and his stitching is in darker blue. You'll find him in his own Cellophane box for $2, at Maison de Linge, 816 Madison Avenue.

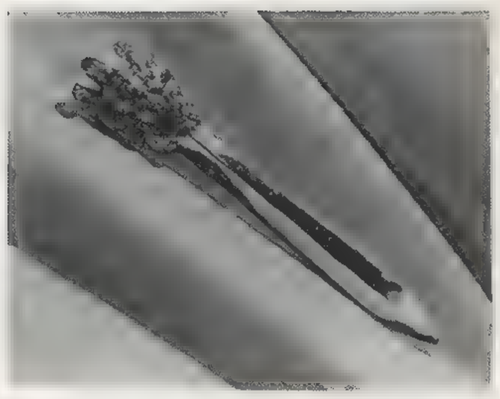
**Zanies:** The black seal with the big bright eye is made of sealskin, sensibly enough, and he's balancing a pearl on his nose. He will also balance himself on your lapel, for a dollar. The spotted suède giraffe regards his tail with interest, as do we, because it's a tail made out of pearl beads. He comes in many colours, and performs the same decorative purpose as the seal, and for the same price. Both of them may be found at Peck and Peck.

**California Variety:** At the California Shop, 677 Madison Avenue, there's a brand-new and interesting collection of mix-and-match clothes that are perfect for college wear. Coats, jackets, skirts, and slacks of beautifully cut woollens are all dyed to match or blend with each other, and there is a group of good little silk blouses in coordinated colours. One of our favourite outfits is a collarless, boxy coat of wool that is a cross between camel's-hair-beige and pumpkin colour; $20 is the price, and there's a detachable plaid hood for glamour's sake. You can buy a skirt to match for $9, if you like.

**Prettifying Course:** Put your best face forward, with either of these compacts. Left; a disk of brushed gold metal with a bold old initial; $2.75. Right; the Union Jack enamel compact; $1.50 postpaid. Scully and Scully, 506 Park Avenue.

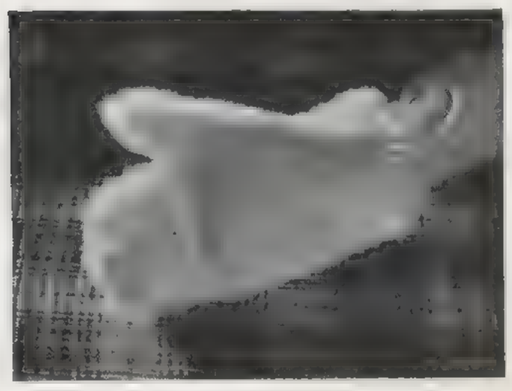


# Hound lives and learns



**Opener:** This rather impressive-looking brass letter-opener is topped with an eagle, and looks as though it might cost quite a bit. $1.25, though, is the stipend asked by Dennison's. And for a $1 idea, there's a small sterling silver pencil here with a jewelled tip. Take your choice of (fake) emerald, ruby, or sapphire. Very sweet little present; very sweet little fee. You *do* know by now, don't you, that Dennison's is at 411 Fifth Avenue?

**Taffy** was a Welshman, Taffy was a thief, and taffy-pulls used to be the big giddy college sport of yesteryear. Now taffy, under the expert tutelage of Schrafft's, is tender and irresistible. We *think* lemon is our favourite. Alternates: lime, butter-scotch, chocolate, peppermint, licorice, orange, and raspberry. A pound of these assorted pretties will cost but 50 cents, including the price of the Cellophane in which each small piece of Tasty Tender Taffy is wrapped. Send to 58 West Twenty-Third Street.



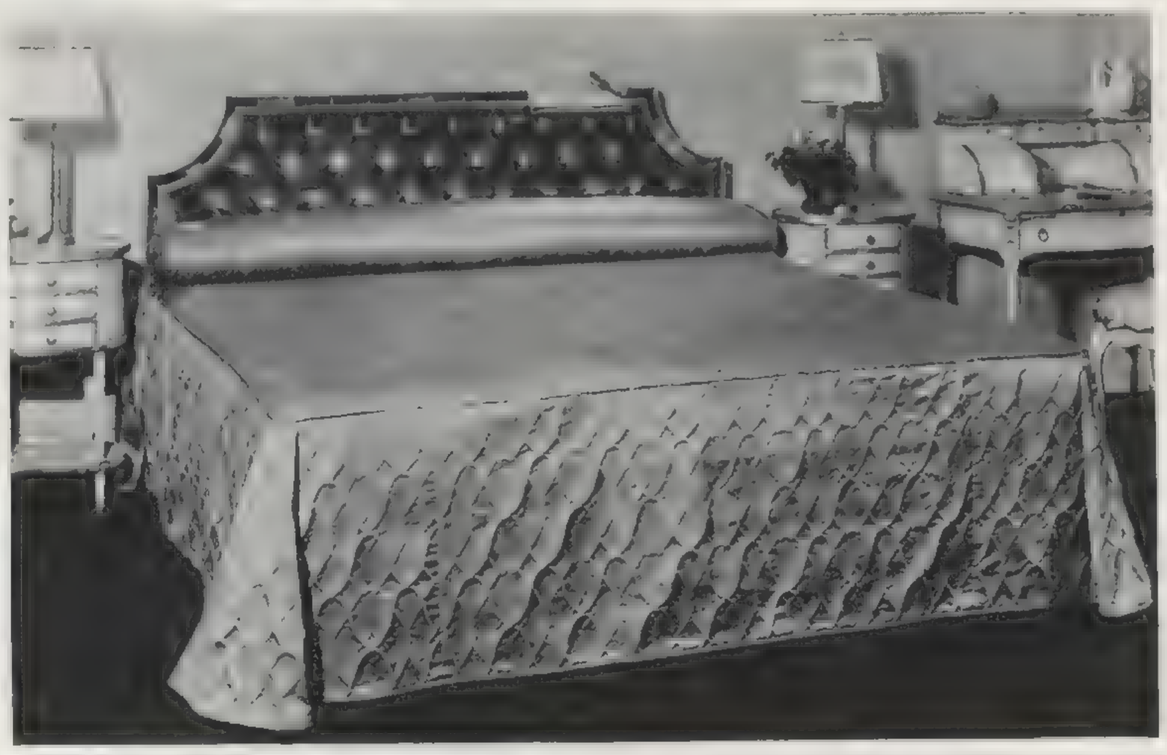
**Kitten's Paw:** These mittens of baby lamb do have the blunt, soft look of a kitten's paw. And they'd keep you warm, whatever. Take your $2.95 to Lord and Taylor, in exchange for two white (or coloured) mittens, and purr.

**Offering:** This Horn of Plenty looks as though it were made of white sugar candy, and it holds four candy-like little red-and-white silk balls of sachet to hang in your closet or tuck in a bureau drawer. There's also a small sachet-pillow, and a tiny bottle of scent, and all for $1. Choose from Orloff's "Nikki," "Gardenia Russe," "Carnation Impériale," and "Indies Spice." The balls come in pastel shades, too. The Closet Shop has them, at Lord and Taylor.

VOGUE STUDIOS

**Ease:** Do your feet narrow down at the heel? Do you sometimes think you aren't treating them as well as you might? Consider yourself an Interesting Problem no longer, but go and get them really fitted at Mooney and Gilbert, where sizes range from 2½ to 12, and widths from AAAAA to C. Left to right, a navy-blue wedge-soled comforter, piped and laced with bright brown calf. $12.75. And for $10.75, the brown alligator-calf walking shoe with a conscience. 35 West Fifty-Seventh Street is the place where a heel is understood.

measured to the man



***Hale's extra-wide mirrored bed with concealed reading lights***

Room for him to read . . for her to sleep in this extra spacious five-foot non-sag double bed . . built for lasting sleep comfort. Mirror-bordered headboard with individual concealed lights, in painted wood panel or upholstered in a choice of fabrics . . Simmons box spring . . over-size deeper, more luxurious Simmons Beautyrest mattress . . specially priced in Hale's annual July-August sale at **$215.**

Hale's BEDS AND BEDDING

**605 FIFTH AVENUE (near 49th) NEW YORK**

# GOURMET'S GUIDE

*selected restaurants in and out of town*

Do you long for suggestions about new places to dine or lunch? Vogue gives you here a list of attractive restaurants for your choice.

## NEW YORK CITY

### RESTAURANTS—DINING

**DIVAN PARISIEN**
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

**JANE DAVIES'**
145 West 55th St.
Luncheon Dinner
Closed during August. Opening September 3rd.

**ALEXANDRA RESTAURANT**—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

**THE BLUE BOWL AT 157 EAST 48th ST.** specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

**CAVIAR RESTAURANT**—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains at 7:30. Visit our bar. Closed Sun. Open Air Garden. CO 5-8717.

**CAFE TROUVILLE**
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

**4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M.** Where infinite care results in exquisite food. every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

**PATRICIA MURPHY'S Candlelight Restaurants.**
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

**CAFE ST. DENIS**—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Closed August. Reopen Sept. 3rd.

**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte. Comfortably air-conditioned.

**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte. Delightfully air-conditioned.

**ROCKEFELLER PLAZA RESTAURANT**—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

**HOLLAND HOUSE TAVERNE**, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50. Air-conditioned.

**CAFE LOUIS XIV.** 15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

**CHAMPS-ELYSEES**
Le Restaurant Par Excellence. Cuisine Française. Peerless Hors D'Oeuvres and Chicken Champs-Elysées. Luncheon and dinner. 25 East 40th St. MU 4-8833.

### RESTAURANTS—DANCING

**ST. MORITZ-ON-THE-PARK**, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

**THE WHIRLING TOP**—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL 5-8051.

**VERSAILLES, 151 E. 50 St., PL. 8-0310.** An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

**DO YOU PRIDE YOURSELF** on being a connoisseur of food? Use Vogue's Gourmet's Guide as your directory. It will be indispensable in helping you to find restaurants that serve the kind of food you want.

### NIGHT CLUB

**LEON & EDDIE'S, 33 W. 52 St.** World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

## Larue's at the Fair

If you're wondering why Johnny's so long at the Fair one of these evenings, or afternoons, chances are it's because he's up on the Petroleum Industries Roof. Probably the best view of the Fair could be had by sitting atop the Trylon—personally we prefer the P. I. E. Roof—the view is just as good, and there's considerably more comfort and fun.

Larue's is responsible for the P. I. E. Roof. It's as popular as Larue's in town—which is a lot to say. There's the Larue cuisine, and Larue service, and Joseph Smith's practically non-stop music, which makes you want to dance and dance. Luncheon, cocktails, and dinner; dancing from 7:30 on. Lots of flowers and trees and things on the terrace; and a glass-enclosed pavilion, in case the weather proves uncooperative.

## Schrafft's Bar

Even the preponderance of females won't keep the men away from the good food at Schrafft's, but the Schrafft's at Fifty-Eighth Street and Madison Avenue is one which the men seem to have taken over for their own.

Special attraction here is the bar—no lace-valentines about the furnishings, and the drinks aren't stingy. You could probably get one if you asked for it, but we bet no one has ordered a fudge sundae there in years. And don't forget that Schrafft's at Fifty-Eighth Street is open on Sunday evenings, too.

## The Versailles

The Versailles is at 151 East Fiftieth Street. A plain statement of a fact you should remember. Nothing else about the Versailles is plain, though. The whole place is very attractive, with high ceilings and lots of dancing space (all too rare in this town, we hate to say). They have one of the best, if not the best, rhumba orchestras in town—rhumba music you can actually dance to even if you don't come from Cuba. And, of course, the food is excellent.

Some of the best dancing in town is to be seen at the Versailles—dancing by the customers we mean. A large proportion of the people at the Versailles are New Yorkers and night-after-nighters, but we recommend it highly to out-of-towners, too—as one of the nicest, unphoniest night-spots we know.

## The Madison

Seeing that the Madison Hotel has been a landmark in these parts for some sixteen years now, this is actually more of a reminder than news.

To remind you that the Brazier Breakfasts on Sundays (Conga with your Coffee, remember?) will be starting again in the autumn, and that, meanwhile, the Madison is still one of the town's most popular places for luncheon, dinner, and cocktails.

To remind you of the bright little red-and-gilt bar, and the fanciful old-fashioned decorations which were done in the days when hotels and restaurants were decorated for years instead of seasons.

We asked Monsieur Moreau (The Madison's chef since the hotel opened) to tell us of some specially favourite dishes, recent or otherwise. He accommodatingly gave us his own recipes for Baby Lobster Ravigote (and no baby lobster was ever ravigoted more lovingly) and Strawberries Valencia.

This latter is a dessert out of the top drawer—strawberries and oranges with curaçao, ice-cream, raspberry purée, and orange peel. Just these two dishes will make a meal for you which will help you to understand why many of the people who live at the Madison, year-in, year-out, renew their leases only on condition that the same chef stays on.

### OUT-O'-DOORS

**PAVILLON MARGUERY—Now Open.** Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

**PROMENADE CAFE**, Lower Plaza, 49-50th Sts., Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon prix fixe $1.25. Prix fixe dinner from $1.50. Also à la carte. Music.

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## OUT-OF-TOWN

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### CONNECTICUT

**SO HIGH, Easton.** Rt. 59—3½ miles west Merritt Pky. Easton exit. Food that has individuality. Specializing in lobsters, steaks and southern fried chicken. Scenic beauty. Terrace dining. Bridgeport 4-6456.

**WHITE TURKEY INN.** Route 7—4 miles North of Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

**THE SPINNING WHEEL**, Telephone Redding 67. Open All Year. On Route 58. Fairfield-Danbury Road. 9 miles north of Merritt Parkway. From New York take second Danbury exit.

**THE GENERAL PUTNAM INN**—Norwalk. On the old village green. Outdoor dining. Organ music. Gracious hospitality amid beautiful surroundings. Dinners from a dollar.

**TIMBER TRAILS INN**—Sherman, R. 37, 12 mi. north Brewster. Charming country inn. 1400 acre preserve. After dining here, you'll want to return for a longer stay. Riding stables. Polo every Sunday.

**COBB'S MILL INN**—Weston (Westport). Bar by a waterfall. Dining room over lake. Charming guest rooms. Dancing Wed. and Sat. nights. 4 miles from Merritt P'kway on Route 57. Westport 4330.

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**OLD HUNDRED—Southbury**
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1015 Rush Street. Del. 1492. The distinctive Swedish restaurant. "Smörgåsbord." Lunch and dinner. Wines & Liquors of finest quality.

**GOING ON A TRIP?** Be sure that one of the things you take along is Vogue's Gourmet's Guide. It will direct you to the finest places to dine en route. Keep it with your road map!

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**HANS CHRISTIAN ANDERSEN**, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Charming screened-in outdoor garden. Closed Mondays except holidays.

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**VOGUE'S GOURMET'S GUIDE** will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

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**PEAU SEJOUR**, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

**THE MORI RESTAURANT** of Bleeker Street, now at Manhasset. One block off Northern Blvd. Luncheon, cocktails & dinner. Table d'hôte and à la carte. A varied and excellent cuisine.

**CANOE PLACE INN, Hampton Bays.** 2 hours drive from N. Y. On Shinnecock Bay. Sea Food a specialty. Luncheons. Dinners. A la carte. Comfortable rooms. Excellent orchestra. Deservedly a favorite.

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*Saks Fifth Avenue Exclusives

**SAKS FIFTH AVENUE**

Colby Shop

Little-boy suit of rayon and wool gabardine with inverted front-pleat skirt...**9.95.** Belted-back pinafore of the same...**6.50.** Worn over a spun rayon short-sleeve shirt in beige, white, or red...**3.00**

*City Slicker Goes to College!*

Meet our S.F.A.* Gabardines...College versions of the great city success...Suit and pinafore in beige, Saks red, hunting green, and pilot blue. Special colors, all...out of our own exclusive vat! Sizes 12 to 18. Seventh Floor, New York... Also Chicago and Beverly Hills.

*Saks Fifth Avenue Exclusives

**SAKS FIFTH AVENUE** *College Shop*

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

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AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
Cables: Vonork, New York

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BRITISH VOGUE
1 New Bond St., London, W. 1.
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SUBSCRIPTIONS
For the United States, Possessions, Canada, and members of the Pan American Postal Union, $5 a year, $8 for two years, in advance. For all other countries, $2.50 additional per year to cover postage. Single copies, 35 cents.

CHANGE OF ADDRESS
Write to Greenwich, Connecticut. Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

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THE CONDÉ NAST PUBLICATIONS, Inc.
Executive and Publishing Offices, Greenwich, Conn.
Condé Nast, President
F. L. Wurzburg, Vice-President
W. E. Beckerle, Treasurer
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# VOGUE

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INCORPORATING VANITY FAIR

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New opening ideas for the year 1940-41: Unexpected two-piece Tyrolian socks. Brilliant embroidered felt skull-cap. Extra-long jacket of Botany wool, man-tailored. Hockanum flannel knee-skirt. Long-sleeved, bright flannel shirt. All for less than $40. Bonwit Teller. For shops in other cities, see page 128

# Fashion's 'Theme Song' of the coming season is, "Elegance without Frills".

584 . . . $35.00

606 . . . $35.00

561 . . . $29.95

590 . . . $29.95

*Prophetics by...

The simplicity and individuality of these dresses is purely a matter of Color and Cut. The color is "Winter Blue"—the cut is the new "American Silhouette"—composed by Charles Armour. These are the new-trend ideas for the months ahead and—like all Prophetic Fashions—they can be readily identified by the Charles Armour label.

HATS BY HELEN LIEBERT

**CHARLES ARMOUR, INC. • 498 SEVENTH AVENUE • NEW YORK**

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# VOGUE'S-EYE VIEW OF COLLEGE..THIS YEAR

JOHN SWOPE

NOWHERE else, to-day, but in America could you find a campus scene like the one above. Serene, unshaken, sunlit. A place where you can be young in peace, learn what you like, develop a mind of your own.

The four walls of college no longer constitute a sheltered life. You won't, this year, withdraw into your own little orbit. You'll take more interest in the presidential election than in the election of a Campus Queen. You'll sign up for a stiff course in International Relations rather than the campus snap. You'll learn, perhaps, to pilot a plane. Or tinker with a motor. You'll measure yourself by the outside, not the college, world. You'll look beyond the four college years.

And because you're young and pretty, you'll overlay your dead-earnestness with your quota of fun. Fun of football week-ends, dances, dates, new clothes. Clothes like the ones registered herein—new longer jackets for your short skirts; Winter White; day-into-evening hooded wraps, pinafores, shirt-sleeve outfits. Herein, too, you'll find fun that may have a future for you attached—Vogue's Sixth Prix de Paris. More about it on page 68.

*Chrome-yellow enters*

# DEMOCRACY AT COLLEGE

**Vogue's clothes-philosophy course for classes '41 through '44**

COLLEGE is democratic. College is for any one. You can get your B.A. on will-power, as well as on family cheques. You can sit in the classroom regardless of Railroad Tracks, race, or creed. You're undergraduates alike—and Americans alike, proud of the three freedoms, looking over the college walls to America's future—and yours.

The democracy of college goes all the way. From ideals, the exalted, to clothes, the practical. Certainly, clothes are part of it all—there is, at college, even a democracy of dress.

Whatever your cash assets, you can wear clothes that make you part of your ivy-walled background. Clothes that belong can be as inexpensive as ones that make a goon of you.

You do want clothes that belong. Oh, it's possible to go through four years with your mind on your work, never giving a thought to clothes, and still make a pretty good thing of college. Not probable, though, and no fun.

In this, Vogue's College issue, we give you the college picture as of autumn, 1940—and we show you how to be part of it. We're backed by the based-on-experience reports of seniors from 159 different colleges—girls who, as contestants in Vogue's Fifth Prix de Paris, answered a long and searching questionnaire.

The conclusions we reached were several—and these two stand out. Conclusion one—good fashion frequently gets a good start on the campuses of the country. Examples—gabardine, the pork pie hat, the knee-length skirt, the chinchilla box coat, the hooded white lamb jacket, which Vogue reported August 15, 1939, were all campus successes, and (perhaps you noticed) leaked out into the Great World. Conclusion two—good campus fashion is essentially the same for coeducational schools as for women's colleges. The really knowing coeducational student stifles the impulse to wear pretty, pretty clothes on campus just because there are men in the classroom with her. Quite probably the best-dressed girl at Smith, as at Stanford, could exchange costumes and never know the difference.

THIS year, your skirts may be short kilts or pleated to hang straight as boys' knee-pants. (Page 72.) You'll augment your sweaters by an equivalent number of shirts—six sweaters, six blouses, say our alma mentors. Inevitably, you'll have a pinafore. (On page 73, two of our favourite new ones.) Your jackets will be longer (we saw this coming in 1939, and here it is). You may, with bravado that had better have some humour in it, wear two-piece Bavarian socks, like the ones on the cover. You'll toss a dashing Superman cape over slacks—and satins.

YOUR pet off-campus wrap might be one of the new longer fur jackets (pages 104-105) or a wool coat devoid of fur trimming, worn with a fur hat and whopping fur muff. You'll go off for week-ends in chrome-yellow wool (opposite), or perhaps a head-to-foot beige outfit (page 78). You'll wear small hats set far back (they always *were* the most becoming to you—who forgot?).

You may dress up in pinafores (see the Under Twenties in August 1 Vogue). You'll elect winter white—perhaps started by your year-'round white shoes, white rain-coats, white ski jackets—and be very polar in a Teddy-bear cape. (Page 83.) You'll wear low-cut dresses at all Big Dances—at lesser ones, the sophisticated cover-up kind. And to make your course a snap—you can find all these college fashions at shops across the country. There's a list on page 128.

And withal, you'll be living the four best years of your life. Under your white pill-box (set on the back of your head) you'll do some directed thinking about the world—which, after all, is not the World Outside, but the world you're living in. Your feet, in emancipated red moccasins, will be on the ground. And if you're a senior, perhaps you'll be laying the cornerstone for a fashion career by competing in Vogue's Sixth Prix de Paris. (Wouldn't you, on the verge of graduating, love to get a telegram beginning "We are happy to offer you a position..."?) For you might win. Or your room-mate. Any senior has a chance. It's a democratic country.

**OPPOSITE**

Chrome-yellow is going to be a rushee at college, this autumn. It's the bright colour everybody wants—for campus; for week-ends. Week-end-bound is this jacket-dress of chrome-yellow Hockanum wool—the jacket smocked prettily at the shoulders. McMullen suit; $39.95. You can order the dress alone for $29.95. Beaver-dyed mouton toque, $10.50. Bonwit Teller

PHOTOGRAPH BY TONI FRISSELL

## *Hooded cape—evening to campus*

Vassar's pet cape to go, rain or shine, over Everything: football, bicycle, campus, even prom clothes. Navy-blue wool, water-proof, red-lined, brass-buttoned; $25. White (watch white) satin, pleated evening dress; $19.95. The imperative grey flannel slacks; $7.95. Saks-Fifth Avenue

## *Hooded coat—campus to evening*

Smith's pet coat to go, snow or shine, over Everything: from ski clothes to dance dresses. White (watch white) Canadian blanket wool, with a raccoon-edged hood so flattering you're practically ashamed to wear it; $29.95. Red wool jersey skirt; $7.95. All are from Lord and Taylor

TONI FRISSELL

# College Week-end Album

Milk-punch party

Sunday lunch-the week-end wind-up

Tandem bicycling-tandem outfits

Watching the air meet

SEE PAGE 128 FOR A LIST OF SHOPS IN OTHER CITIES

Black net for the big dance Saturday night

At the soccer game

TONI FRISSELL

A MILK-PUNCH PARTY. Brown-and-natural stripes for a casual wool dress; $16.95. Beaver-dyed mouton coat; $89. Altman

TANDEM BICYCLING. Steal from the boys—a jacket of Stroock's Glenplaid. $22.95. Flannel culottes; $9.95. At Bonwit Teller

SUNDAY LUNCH. Black rayon crêpe dress; apron of royal-blue crêpe. $25. The black velvet hat; $10.50. Both at Bonwit Teller

AIR MEET. Green velveteen beret; $10.50. Beige wool jacket and skirt; striped blouse. Three pieces; $22.95. Lord and Taylor

THE BIG DANCE. A dress that calls for cut-ins—black rayon net with a rayon velvet bodice. $39.95. Kalmour dress from Best

SOCCER GAME. Dress and jacket of black Forstmann wool; red rayon faille gilet. $39.95. Felt hat; $15. Best

TONI FRISSELL

Class-angle - for The Book

SEE PAGE 128 FOR A LIST OF SHOPS IN OTHER CITIES

# As You Are

## For the record— the 1940 picture of fashions prominent on campus

THAT photograph, opposite, doesn't even have to be labeled "1940" in the college archives. Because that college quintet lined up on the steps couldn't be anything but contemporary. It couldn't, possibly, belong to that dim and not-so-distant past when all college groups, smiling wanly for the campus photographer, wore identical sweaters, identical skirts, and identical saddle shoes—with identical polo coats near-by.

This year, you who go to college dress to please yourself—not for protective coloration. You may live in classic pull-overs—but you may love sleeveless sweaters, jerkins, pinafore sweaters, cut away to show your shirt-sleeves. You may cling to the saddle shoes of ivy-clad tradition—or you may pick moccasins, "Peter Limpers," any one of a vast variety of play-shoes. (See page 134.) You may stick to that fine old tawny camel's-hair top-coat; or you may choose tweed, covert-cloth, gabardine. Or you may stalk around the campus in a great ankle-length cape.

This year, you'll forget that college girls are supposed, mediævally, to look dishevelled. You'll strive for a trim, tidy, wits-about-you look. You'll wear a hat more often than not—one of the new shallow cloches, or a skull-cap, or a pill-box canted well back on your head. You'll practically abandon blue jeans in favour of nicely-tailored slacks—grey flannel, or corduroy. (Vogue's 1940 Prix de Paris questionnaire, answered by seniors from 159 colleges, gave slacks a 55% edge over dungarees.) You'll want a shorter, straighter skirt; and covet a tweed or plaid kilt. You'll have at least one pinafore. You'll toy with a shawl—if you like; not because Everyone Else Is.

This year, consider the five costumes shown opposite—some new, some classic, no two alike. Left to right:

- Red-and-beige team—a raspberry wool blazer, bound in dark beige; dark beige skirt. $19. Bramley design; Franklin Simon.
- A new, longer jacket—double-breasted to boot—and matching skirt, of a new-looking rusty plaid. $25. Lord and Taylor.
- Beautifully-tailored suit of natural covert-cloth, already a classic, with opulent hand-sewn seams. $28. Bonwit Teller.
- Fringed kilt in a Stuart tartan—doubly desirable, this year, because it has a white background; $11. Red-fringed shawl to match; $6.50. Classic white pull-over; $5. All; Saks-Fifth Avenue.
- High-backed pinafore of fir-green velveteen, exposing a rust-coloured tie-silk blouse. Together, $23. From Bonwit Teller.

# VOGUE'S SIXTH PRIX de PARIS

## Our annual Career Contest for College Seniors assumes this year a new importance

AMERICA has become, to-day, the fashion centre of the world. That we grieve for France and the great talents of the Paris *couture* can not turn our eyes from that fact. Thus, the fashion professions of America have suddenly become the most important opportunities open to young women to-day. And so, Vogue invites you—the young women college seniors of America—to consider with especial seriousness this, Vogue's sixth, Prix de Paris contest.

It was named the Prix de Paris because, when it began, Paris was still the fashion source, the fashion inspiration, of the world. The first prize then included six months in Paris, on Vogue's staff. Though this is impossible to-day, the traditional name, the Prix de Paris, remains. Now, the first and second prizes are two positions on Vogue's New York staff, with the possibility of a permanent job entirely in the hands of the winners.

But, in addition to the chance of a prize, this contest will give you a training in fashion observation and fashion writing that contestants find immensely valuable, whether it leads to a prize or not. Other publications, advertising agencies, and the great stores of America have all been anxious to consider for employment the "graduates" of Vogue's Prix de Paris. And it is these by-products of the competition, quite as much as the possibility of prize-winning, of which I particularly wish to remind the graduating classes of 1941.

The details of the contest will be found on page 148. This, my invitation to you, expresses my personal belief in the importance of the fashion professions; my faith in the fashion future of America; my conviction that through the fashion professions, you can add colour and interest to your way of living; can contribute the trained and discerning taste that the business of this country needs and is eager for; that you can have not only a more stimulating and varied life, but that you will be a more useful citizen.

Into this exciting, vivid profession, I invite you. Try your wings and welcome!

Edna Woolman Chase

**IN QUEST OF EDUCATION:** a slice of the happy confusion of an American college campus. Painted by Lucille Corcos

TONI FRISSELL

ALL COSTUMES ON BOTH PAGES FROM SAKS-FIFTH AVENUE

Red and beige—new college colours, smart for practically all ages. Left, above: Jacket of Glenurquhart plaid, new in red, teamed with a beige wool skirt. Together, $29.95. Classic hat of beige felt. Right: McMullen dress of Hockanum wool, with a red dickey; $25

# Red and Beige...
## 1940 team-mates

• Red wool jersey dress with a wide corselet waist, enough drama for week-ends; add beige accessories. $14.95
• Izod's light-weight wool suit teams red and beige in a monster plaid, at a far-from-monstrous price—$22.95

• A long, long red jersey—like a stable-boy's—of ribbed lisle. Wear it with a beige skirt; buy it for only $1.
• A Heatherton pull-over of soft beige cashmere that will Go with Everything—especially red. $12.95

• Red suède pill-box speared with a suède feather, clasped with an eagle pin. It's shown opposite, too, $8.50
• Rugged natural pigskin glove; $2.95
• Narrow suède belt, by Schaffer; $1
• Pigskin shoe with crêpe sole; $8.75

• Nicely-tailored corduroy slacks; $9.95. With them, a silk shirt (under $7); a wool pinafore sweater ($5)
• Corduroy on one side, gabardine on the other, and rain-repellent on both—this boxy, reversible top-coat. $10.95

• Dream coat for football games and country week-ends, for college girls and others—this Glenurquhart plaid reefer of Forstmann wool, single-breasted, with a box-pleated back. $39.95. Felt hat; $5.50

FOR SHOPS IN OTHER CITIES, SEE PAGE 128

TONI FRISSELL

FOR SHOPS IN OTHER CITIES, SEE PAGE 128

# The 1940 look

First: Shirt-sleeves with a jerkin. Wool shirt; $7. Suède jerkin; $7. Short regulation kilt, very new in heavy Hockanum tweed; $11. Second: Shirt-sleeves under a jacket. Wool shirt; $7. Whipcord suit, long jacket, knee-skirt; $22. Argyle socks; $3. All; Lord and Taylor

# Shirt-sleeve generation—Pinafores for the working classes of '41 to '44

LUIS LEMUS

BOTH PINAFORE DRESSES ON THIS PAGE FROM BEST

FASHIONS sneak up on you, when you're in college. One year a lone pioneer starts something, others follow, and in no time it's all over campus and the country. So with shirt-sleeves and pinafores.

Back in '36 or '37, you saw an endless array of Brooks sweaters on campus. Time passed, and a shirt or two—swiped from an unsuspecting brother—bobbed up. Then more. Then a whole flock—swept in on a tide of pinafores and little-boy suits. Now, shirt and sweater are running-mates. (Vogue's College Survey showed that each girl had an average of six sweaters apiece, and six blouses—mostly shirts.)

This autumn, you'll put your shirts under the new improved pinafores—as on this page. You'll leave your shirts open at the throat under the new longer jackets—there's one opposite. You'll top them with sleeveless leather jerkins. Or slide them under the newest sweater—a mere camisole, shown on page 71.

Moreover, your 1940 shirt-sleeves are a far cry from the first flopsy fraternal ones. The newcomers are made for you, so the collars fit—and the shoulders. They may have the cuff-link kind of sleeves, or graceful bishop-sleeves. They may be of silk or of flannel, as well as of fine cotton shirtings. And they combine with the new college fashions we've just pointed to as $H_2$ combines with O.

• Above: A pinafore of rust corduroy—new version of your back-buttoned, full-skirted spring ones. $6.95. With it, an open-throat shirt.

• Left: A pinafore tailored like your suit—imported tweed, up to your throat. $19.95. A classic, long-sleeved shirt with this. Both are at Best

# College Cram Sheet

## Must have

### Pocket hat

Becoming a tradition--
the beloved campus cloche.
Its 1940 version by Dobbs
is of stitched beige wool.
You'll wear it in rain, sun, or snow.
Stuff it in a pocket or sit on it--
no harm done. $5; Lord and Taylor

Yellow string gloves are Have-to-Haves,
for tweeds, for riding-clothes,
for general knocking about campus.
Be forehanded and get two pairs--
they're wool-lined. $2.95; Lord and Taylor

Certainly, a cardigan.
This year's is longer.
Beige zephyr wool, long
as a bathing-suit. $3.71.
Olympic sweater; Macy's

## Fun to have

### Branding-iron pins

Are you troubled with
tongue-tied beaux?
A branding-iron pin,
say on your lapel,
will open the conversation.
Make your mark as an Original
with perhaps a Lazy-Bar-X,
of hammered sterling silver.
$3.00 at Saks-Fifth Avenue

### Sock-slippers

Divert your dormitory
by padding around
in these sock-slippers--
red-and-white socks
on felt soles,
with corduroy tips.
They're indicated
for after-skiing, or under your
rubber boots. $4.95. Bloomingdale

Boots, boots, boots.
These new rubber ones
look like a drum-major's.
So let it pour--the day
of the game, any day.
Goodrich boot; $3.25.
Bloomingdale

## Perfect to have

### Coney Island shirt

Like the top of a
1910 gentleman's
bathing-suit--
cashmere jersey shirt.
Red-and-blue. $3.95;
De Pinna

### Upside-down watch

You can sneak a glance
at the time (in class,
on a date) with this
gold metal coq d'or ticker.
$15; Jay-Thorpe

Spend that unexpected cheque
on a cashmere jersey shawl--
like the overgrown muffler
worn by young Etonians.
$5; Bonwit Teller

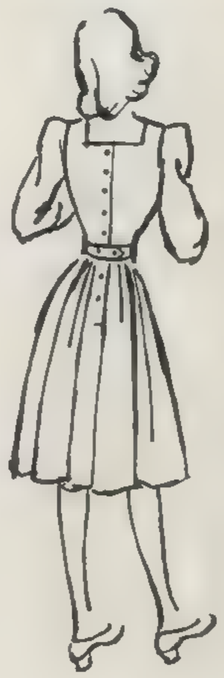
### Jockey cap

Snatch it for an Extra--
this black velveteen cap.
Fetching with a long bob.
$3.95; Saks-Fifth Avenue

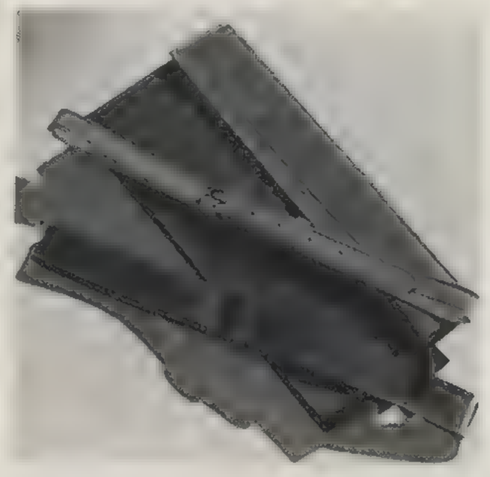
Keep your shirt on--
it's new competition
for your pet, the sweater.
Crisp white rayon
with admirable shoulders.
$2.95; Lord and Taylor

*Hand-cobbled shoes*

Not cheap, but practically immortal--
these "Peter Limpers" of ski-boot leather.
Peter Limmer, Boylston St., Boston.
Grey wool knee-socks; $1.95; Saks-Fifth Ave.



A pinafore in every wardrobe--
that's this year's college cry.
Herewith, an autumn edition
of blue wool-and-rayon gabardine.
$6.50; Saks-Fifth Avenue



College colleagues--brown cowhide bag, $5.
Belt to match, $1.50, Lord and Taylor.
For your short skirt--natural cowhide
belt by Criterion. $1.50, Franklin Simon

*Hearts at your feet*

Have a heart
on each of your shoes.
These black suède pumps
will go tea-dancing--
light-heartedly. $7.75
Cameo shoe by Walk-Over

Split-personality shirt--
half red, half blue flannel.
Wear it to cheer you, when
The Letter Didn't Come.
$6.95. Lord and Taylor

*Spicy story*

Have you heard the one about the new shade?
It seems that it's spice--used for these
Joyce calfskin shoes. $7.95; Bonwit Teller.
Spice-coloured goatskin gloves;$2.95. Stern

It's bright in the head
to be bright in the feet.
Red calfskin moccasins
for indoors or out. $5.50.
By Daniel Green. Altman

VOGUE STUDIOS

(Note to family:
nice gift.)

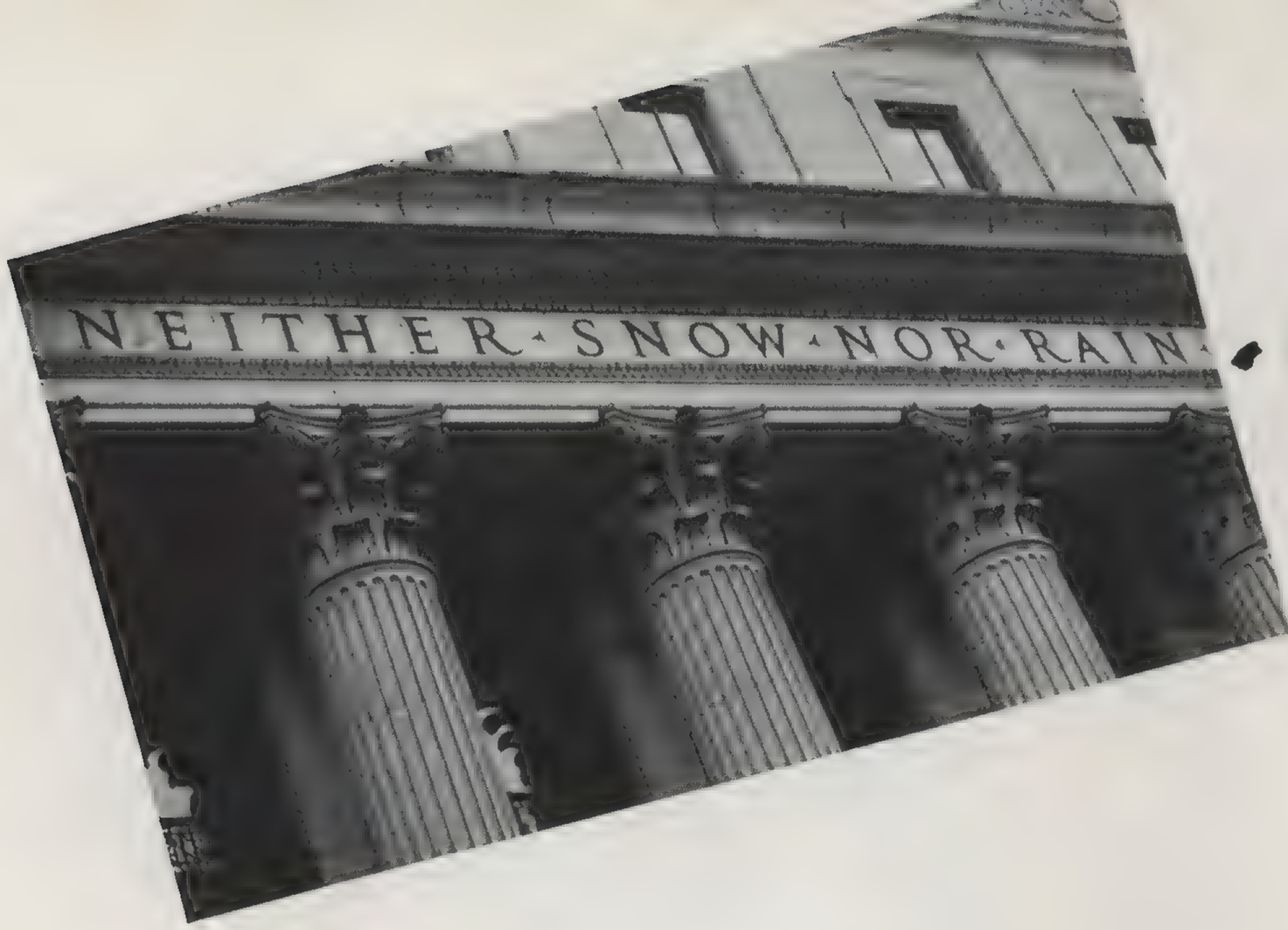
These amber-coloured beads are The Answer
with your simple little "occasion" dresses.
Say please. $1.95; Leo Glass beads at Best

The perfect hand-out
from a doting relative--
these evening glamour-mittens
of white doeskin.
$1.83; from Macy's

A polo-coat bathrobe
is a dormitory delight.
This beige wool one
defies those zero draughts,
makes you Best Dressed
at late chat sessions.
$14.95; Lord and Taylor

Keep warm as a hearth
in this casual dinner-costume--
black velveteen Scotch jacket,
plaid rayon worsted skirt.
Dreamy for Dartmouth
or skating week-ends
as at Johnny See-Saw's.
Each piece $14.95; Lord and Taylor

See page 128 for a list of shops in other cities.




· Can daunt

(First) MISS MARY PINCHOT, Vassar '42, in whipcord. $19.95. Lord and Taylor.
(Second) MISS DOROTHY MILBURN, Sarah Lawrence '43, in a four-year greatcoat of Stroock's Glenurquhart plaid, ample over suits. $40; Peck and Peck.
(Third) MISS MARTHA PIERCE, Smith '41, in a tweed campus coat like a riding-coat—low-flared in the back. $19.95. You'll find it at Saks-Fifth Avenue

# these campus coats . . .

IT'S scheduled to be the first stitch you buy, when you're college-bound—your faithful campus coat. It's your year-round shelter through weather that would make a postman shudder, so it has to be weather-proof. It is, to the rest of the campus, your clothes trade-mark, so it has to be special-looking. And you want it to last four years.

The coats on these pages qualify for admission. Out of fifteen coats lined up by Vogue, these were the choices of the three college girls shown opposite. The girls voted yes on looks, endurance, price. (The most expensive means an investment of only $10 a year.)

The roll-call includes warm greatcoats (cut loosely to accommodate jacket shoulders), a tweed like a riding-coat, a whipcord (whipcord's a newcomer to the beloved gabardine family), a coat with an extra lining, a winter-weather coat, alpaca-lined. Three are Cravenetted; all defiant of weather. Each has a new angle that gives it a 1940 look—and each will be as timely, as right, in 1944.

LUIS LEMUS

Above: Photographed on Miss Martha Pierce—this Cravenetted cotton gabardine coat with a zip-in plaid wool lining. $19.95 at Lord and Taylor

Right: A zero-weather coat like one a Princeton man would wear. It's Cravenetted cotton twill, alpaca-lined. $35; Lord and Taylor has it

• See page 128 for a list of shops in other cities

MISS LOUISE SWENSON

MISS DOROTHY MILBURN

RAWLINGS

# The Four-

**The Freshman** You're starting at scratch—with four years to go. Now's the time to plot your clothes on a Four-Year Plan—for the success of your wardrobe; for the sake of your finances. Each year, you'll find, makes its own special sartorial demands.

For a freshman, fundamentals count most. Invest in long-lived, sturdy campus clothes that will graduate with you. Most important single purchase—your campus coat. Above, Miss Louise Swenson, starting at Bennett Junior College, wears one of the newest—the pet, pearl-buttoned coat, looking new for being in Harris tweed. ($40; Best.) More about freshman fundamentals on page 140.

**The Sophomore** You know your way around campus without asking. Your freshman campus clothes are trusty friends. But now you go away more; you have more "nights"; there are more Hanover postmarks on letters, more come-to-the-game telegrams stuck in your mirror.

For a sophomore, off-campus clothes count heaviest in your purchasing plan. Most important single purchase—your on-a-week-end outfit. Here, Miss Dorothy Milburn, Sarah Lawrence sophomore, wears a stadium dress of beige wool with this year's two-piece look, a beige hat—beige all over. (Dress, $25. Hat, $5. At Lord and Taylor.) More about off-campus clothes on page 140.

MISS SYLVIA BERRY

MISS JANE COLLETTE

# Year Plan.

**The Junior** You're a figure on campus. Freshmen know your name. Being a Leader, in the undergraduate eye, you want to put up a particularly suave appearance at class meetings and student-faculty teas.

For a junior, impress-the-freshmen campus clothes count most. (You'll want to augment your old faithfuls, anyhow.) Most important single purchase—a knockout campus suit. Above, Miss Sylvia Berry, junior at Leland Stanford, class representative, student manager of Alpha Phi, wears the new longer jacket of beige-and-white wool; a taupe tweed skirt. (Together; $28 at Lord and Taylor.) More impress-the-freshmen clothes; page 141.

**The Senior** You have one foot out in the world already. Your week-ends are likely to be spent in the city, looking for a job or seeing a show with a now-graduated-and-working beau. You think of after college, when you put cash on the line.

For a senior, urban clothes count most. Most important single purchase: a town suit. Above, Miss Jane Collette, Smith senior, in a furless coat of taupe wool worn over its own taupe wool dress. With it, a hat and muff of beaver-dyed mouton. (Suit; $49.95. Hat and muff, $27. At Best.) This should get that job—or that husband. More about urban costumes for seniors on page 141.

# Thank you, Miss Conway

for knowing that manners are a useful set of tools

Rise to the occasion

FOR sticking to simple introductions—"Mrs. Jones, this is Miss Smith," instead of "May I present Miss Smith?" For always acknowledging introductions just as simply, "How do you do?" For shaking hands firmly, for looking straight into the person's eyes as you do so. For standing up when older women come into the room, and, above all, when they speak to you.

For having a flexible tipping scale: two dollars to the maid, when you go away for the week-end; fifty cents to the Pullman porter, for an overnight trip in a lower berth; ten percent. of your restaurant check to the waiter. For doubling all these, if you're demanding.

For the graceful phrases in your thank-you letters: "I enjoyed the week-end so much," "It was so kind of you to ask me to stay," and for the easy endings to your letters—"Sincerely," to the mothers of your friends; "Affectionately," to all relatives; "Yours," to boys. For realizing that to be late is not necessarily to be important. For accepting, without confused comment, the fact that you are the first of the dinner-party to arrive.

For ordering a Coca-Cola, or white wine and Seltzer, if you want it, even though every one else is having double brandy. For modifying your clear and bell-like tones on the train, especially when other travellers are napping.

"Quiet is requested"

For saying "curtains," instead of "drapes"; "evening dress," instead of "formal"; and for never, never saying "socially prominent." For tactfully extricating yourself from an hour with a dud, by saying gaily, "Let's go talk to So-and-So," and for waiting until he is firmly welded into the group before you fade thankfully away. For saying "Thank you" to waiters.

"Such a lovely time—"

For insisting that the person who takes you to a stranger's house introduce you to your hostess; for saying good-bye to her and thanking her for letting you come. For saying firmly, "I don't believe it," to libelous rumours about why So-and-So is popular. For consulting your hostess, when you are visiting, before you make outside engagements. For having your own opinions, without feeling that you must express them at all costs. For doing all this without fanfare.

# Tut, Tut, Miss Conway

*for thinking that manners are stuffy and old-hat*

*Leaving the poor man alone*

FOR borrowing every one's clothes and never having anything cleaned before returning it. For lipsticking in class. For making five false starts before leaving a party. For playing with spectacles, and tapping pencils. For leaving one of your duller guests stranded by himself on a lonely little island at your own party.

For making an entrance by lolloping into the centre of a room, all appealing young awkwardness and coltish limbs. For making engagements in obvious shifts—the glamour man for dinner, the dullard for the movies, and the "extra," for a late Coca-Cola.

*Everything in its place!*

For your visiting manners: using your hostess' bathroom as a laundry; putting your feet on her best furniture. For covering the floor with your clothes, the tables with rings from your glasses; for ordering the maids around arrogantly, or for avoiding them as though you had pocketed the silver. For being so reticent about your arrival that your hostess has to send three times to the station to meet you. For thinking it's smart to be snippy.

For pulling down your girdle in public. For streaming through the reception-room in slow motion when another girl is entertaining a man. For walking away from a group without saying good-bye to the people you were introduced to. For forgetting that two girls in a foursome at the theatre should always be the sandwich filling between the two boys. For staying an hour at the president's football reception, and rushing out after twenty minutes at a small tea.

For talking too much because you don't know how to stop. For being syrupy-nice to an instructor out of class, or else frigidly ignoring him for fear of being thought an apple-polisher. For talking only about the big prom week-end to the beau who takes you only to tea.

*Campus comes to town*

For wearing your plaid skirt, stretched Brooks sweater, and flopping hank of hair to the city. For labelling a casual acquaintance "darling" in front of his mother. For wearing a mindless grin or producing a pet phrase, instead of keeping still when you have nothing worth saying. For reading a newspaper in class. For doing all these things as though you carried a banner with the strange device: "I am young, I'm in college, and, therefore, a Privileged Character."

1. WHITE LEATHER JACKET

2. WHITE-FRONT JERKIN

3. WHITE TWEED JACKET

# WINTER WHITE

WHITE belongs with winter—witness snow, polar bears, snowshoe rabbits. And you'll fit into the landscape this year, in new Winter White.

Certainly, nothing looks more fresh-from-the-band-box, more grand-gesture. You'll team a white jacket with a dark skirt—and start something on your campus. You'll wear a white Teddy-bear cape to classes or to the ski-slopes, focus all eyes, and encore it at night. It'll be a white winter.

1. White calfskin jacket—one that melts into snow scenes. Its glacé surface cleans with a damp cloth. Plaid lining. $19.95. From Best; Neiman-Marcus
2. Pinafore-jerkin—half white chamois, half blue suède. $7.95. At Lord and Taylor; Neiman-Marcus
3. White Shetland tweed jacket—built by a man's tailor. With it, a fir-tree-green skirt of wool gabardine. Both: $29.95. At Bonwit Teller; Ransohoffs
4. Tiny white felt pill-box; $3.95. Bonwit Teller

4. WHITE FELT PILL-BOX

HORST

WHITE TEDDY-BEAR CAPE

# FORECAST : A WHITE WINTER

One of those blissful wraps in its element on campus, on ski-slopes, over evening clothes—this cape of white wool Teddy-bear cloth. $39.95. Plaid-on-white skirt, $6.95. Peck and Peck; Neiman-Marcus; I. Magnin

# This world's goods

**Autumn outlook for fabrics and colours—from American, British, and French makers**

IT'S a material world. You won't have any smarter clothes this autumn than the cloths that make them. And that fact is something to tuck in your shopping-bag, write on the fly-leaf of your cheque-book, or engrave on your heart (if you must) to make you remember it. You may have a tendency, ever so occasionally, to buy a dress or a suit or—heaven forfend—even a coat, without fingering the fabric, finding out its pedigree—holding it against your cheek—*knowing* that it's good. This is a Sin. A sin against your pocketbook, your smartness, and your satisfaction, and we warn you away from it; for the fabric of your coat, or your suit, or your dress is the basis of its fashion. Shoddy material never yet made a smart garment. Quality is still the pearl of the world, and there was never a better moment to remember it than now.

In other autumns, you have been able to choose from the most beautiful products of the best looms of the world, which all came to America—the fine, subtle, and lovely cloths from France; distinguished, inextinguishable woollens from Britain, to add to the product of our own American mills.

This autumn, what can you expect? Will there be new fabrics from Europe? Can you find any British tweeds? What has happened to the French fabrics made in such quantities (by sad foresight) before the doom of the great French textile centres? And, with our own makers, what is the story?

ABOUT BRITISH FABRICS. As this is written, Britain continues to weave and ship to America as beautiful, serene woollens as ever. The British government, intent upon keeping alive the British export trade in woollens, has cut short its home consumption where necessary; has aided shipping; expedited, in every possible way, the coming to America of their magnificent fabrics.

Many of the fine shops and makers here have their full supply of materials, already, so that when you go into your favourite store, the chances are just as great this autumn, as last, that you can find clothes made of British woollens from such makers as Gardiner, Munro, Linton, Harris Tweeds, and Otterburn. Indeed, some orders are being placed and filled on materials for next spring (*nota bene*—in more than one mill, no money is exchanged for fabrics, but all payments are deposited in Washington to the credit of the British Government and used to buy American planes for England).

ABOUT FRENCH FABRICS. Some French companies in New York, among them Ducharne and Combier, have some supplies on hand for this autumn. Coudurier reports ample quantities of their fine fabrics, and are also reproducing here. Bianchini also has established a plant here where French designs and French workers are carrying on the tradition of this great house. Rodier and Lésur woollens are here, and in fairly ample quantities, so that you may well be able to find clothes in these woollens at the good shops; but their plans for carrying on are not yet announced.

AND, IN AMERICA, with no physical limitations on output or distribution, you will see the brightest collection of woollen fabrics that autumn has seen in many years. Literally, the brightest. Chrome-yellow. Flaming orange. Rosy-cerise. A bright brown, such as the Indians used to paint their bodies—in fact, a whole group of Indian colours with a sort of savage, natural quality. You'll see tweed coat-plaids, enormous but melting. You'll see mossy-green—bright, off-green, like a Kelly-green gone blue. Taupey-browns again. And beige, beige, beige. You will see a great deal of and hear a great deal about the new winter blues that range from pale flannel-blue, like a baby's nightgown, to the mysterious, exciting, deep, deep blue of a starlit midnight. And even though you are a grandmother three times over, the chances are, somewhere on some costume (probably your favourite one), you will have a line of red. Brown and black will look, suddenly again, very stylish; and dull black with shiny black is irresistible.

All this for day. And by some strange collusion, every colour that looks smart by day looks exactly as right by night. There aren't, really, any "evening" colours any more—the only colours that are smart at night and not equally good in the day are the lovely, ethereal, fairy-princess, pale, pale gold and silver cloths that fall into draperies as beautifully as a Grecian robe.

And as to the textures, the weaves of the fabrics—you will find two or three old favourites returned. The famous Roshanara crêpe, like the sleeping princess, reawakens; and you will see it again in what might easily prove to be your favourite autumn dress. Bagheera jersey is another old flame that apparently never dies.

Duvetine finishes are seen even more than last year. Soft and smooth and lady-like materials are definitely the choice for town coats. Faille (Continued on page 129)

## Blue and Taupe

New way to go to dinner—a blue fox scarf muffling a dress of Forstmann wool—bodice blue, skirt the same taupe shade as blue fox. Dress $85. Bonwit Teller; I. Magnin; Neiman-Marcus

# Backgrounds for autumn

# . . . . spiked with colour

See fabric article on page 84

HORST

## *Harvest brown... harvest gold*

An eye-turning costume that banks on gold and brown. A golden wool dress, a wealth of gold jewellery, a brown jersey hat, and a gallant cape of leopard. Salon Moderne; Saks-Fifth Avenue. Jewels from Marcus. Dorothy Gray's new "Paint Red" make-up

# *Your future... in furs*

LOOKING into our special crystal ball—the one marked autumn, 1940—we see you in furs. Not necessarily bathed in mink or swathed in sables, but with a definitely befurred look. We read your mind, too. You're thinking, "I *need* some furs."

We see you first in a fur jacket, one of the new 32″ ones. (By strange coincidence, there's one at the right, of silver fox!)

The picture changes. Now we see you in a beautifully simple beige suit, with a silver fox muff. (Fur accessories are an impressive and comparatively uncostly route to the befurred look.) We see you carrying the same muff with a dinner-suit.

Again, the picture changes. We see you wrapped dramatically in a fur cape. We look closely; it's leopard—the one opposite.

And now we see you Taking a Short Trip. Go out to shop and make one of the pictures come true. And while we're foreseeing, we'll predict that the Tall Dark Gentleman In Your Life will thoroughly approve.

32″ SILVER FOX JACKET 1

SPIRAL SLEEVES IN SILVER FOX 2

RAWLINGS

RECORD-SIZE SILVER FOX MUFF 3

1. One of this season's new 32″ jackets—in Fromm silver fox. S. Harra. Blue silk velvet pompadour-turban; Madame Pauline

2. Spiral sleeves are the touch-that-makes-a-difference in this Fromm silver fox jacket. Nice for day; for evening. Henri Bendel

3. Just about the biggest muff extant—this spiral one of Fromm silver fox. Legroux's blue crêpe toque with ostrich. Jay-Thorpe

TONI FRISSELL

# *Miss Pamela Tower*

## Granddaughter of Mrs. Harry Payne Whitney

Miss Tower, daughter of Mrs. G. Macculloch Miller, was to have made her début this summer, at a party given for her by her grandmother, Mrs. Whitney. Instead, she chose to give the cost of the party to her war charities. She is photographed here with Walter Douglas, coachman to four generations of Whitneys, and with "Fireboy," her carriage-horse, in the old coaching blankets

# The Carriages at the Whitney Stables

**A unique collection of carriage equipment—survival of a great era**

IN the old Whitney stables, at Westbury, Long Island, there is one of the most extraordinarily complete collections of carriages and carriage equipment left in America. It is a survival of an era of rigid carriage etiquette and rules that, in America, reached its peak in the 'Nineties.

It was a brief period—brief but beautiful, and infinitely correct. Correctness was prized far above originality. A light green or bright blue carriage would have meant an advertising stunt or eccentricity that passed the limit of approved good taste. In town, carriages and liveries were dark—blue-black or green-black, or, like the Whitney liveries, dark maroon. A coachman's breeches were skin-tight buckskin, white as pipe-clay could make them. His toast-coloured gloves were heavy, immaculately clean. His tall hat shone. These were correct things, and correctness was the standard.

Originality was shown in the tiny, hair-line stripe around the carriage doors, the narrow piping on the collars of the liveries, the monograms and borders of the horses' blankets. For the victoria, for example, the Whitney livery was piped with lemon velvet, the horses' blankets had yellow monograms. For their four-in-hand, which made fast trips from Westbury to New York in three and a half hours, the blankets of four horses had scarlet borders and monograms, to match the scarlet stripe on the coach. At the funeral of Mr. William C. Whitney, his coachmen and grooms wore black liveries, the horses black blankets of the heaviest duvetine.

All these liveries—their buttons as shiny as the day they were made—are stored away in the attic of the Whitney stables at Westbury. Here also are the blankets, with their ten-inch monograms; the heavy steel bits; the harnesses, still supple and strong. In charge of this collection, as he has been for the past fifty years, is the coachman, Walter Douglas. A wrinkled old Scotchman, weathered as a fence, with a seaman's pale blue eyes and a horseman's spider-thin legs, he still speaks with a rolling Scotch burr. He has taken care of the horses of four generations of the family: William C. Whitney, Harry Payne Whitney, Cornelius Vanderbilt Whitney, and now, Cornelius Whitney's niece, Miss Pamela Tower.

The huge stable, about a block long, with grey-and-green gables, is still beautifully kept up, but many of the carriage-horse box-stalls are now empty. When Walter Douglas first came to Mr. Whitney, about fifty-five years ago, (Continued on page 113)

TONI FRISSELL

ONE WING OF THE BOX-STALLS

# The Whitney Stable at Westbury

KARGER-PIX

LIVERIES, SILVER BELLS, RED AND GREEN PLUMES FOR SLEIGHING

WALTER PUTTING THE OLD KNEE-CAPS ON "FIREBOY"

FOUR PHOTOGRAPHS BY TONI FRISSELL

THE COACHMAN, WALTER DOUGLAS, IN THE TOWN LIVERY HE WORE IN THE 'NINETIES

THE Whitney stables, packed with the magnificent trappings of the carriage era, are still the charge of Walter Douglas, the Scotch coachman who has served four generations of the family. The huge stable attic is lined with carriages, with tack trunks for the harness, with cedar cupboards for the liveries and blankets.

Down-stairs, in the big carriage-house, is the heavy four-in-hand with the only two carriages that are still used—the break cart and the buggy. Walter, as natty as ever in ruddy-brown whipcord, with a brown bowler to match, brings one out several afternoons a week and goes driving with Miss Tower, down the few lanes left on Long Island that saw the shining barouches, the heavy elegance of the carriage era.

TEN-INCH MONOGRAM ON A HORSE-BLANKET

MISS PAMELA TOWER AND WALTER DOUGLAS, DRIVING "FIREBOY" ON A WESTBURY ROAD

KARGER-PIX

VICTORIA, PHAETON, AND COUNTRY BROUGHAM IN THE ATTIC

BITS, BRIDLES, AND PRIZES IN THE TACK-ROOM

KARGER-PIX

"three hundred blond young giants..."

"Sleeping at night, exhausted,
on the pavements, in the rain..."

# Saint-Jean de Luz—

WE fled the length and breadth of France before the advance of the German armies. We must not be caught back of the battle zone, we said. Surely a line would be formed on the Seine, on the Loire...no one dreamed of a capitulation. To be south of the line, and to carry on as from 1914 to 1918, was the aim of every Paris business and bank. So if you had the military passes, the gasoline, and the courage to go on, you fled, fled.

We slept in hay-fields and in stables. We were held up for precious hours by the incredible traffic jams, by air-raids, by military convoys, by the black-outs that kept us from driving at night. We had expected safety at Tours, but soon the Germans were across the river, and we went on. To Châtellerault, to Poitiers, to Bordeaux.

There, after several days of tension, came two nights of air-bombardment of the port that shook your walls and drenched you with the cold sweat of fear. The government had moved to Bordeaux, and the defense ministry of Paul Reynaud resigned. Marshal Pétain succeeded him and asked for an armistice. Bordeaux was triple its size with refugees. They tried to keep them out, but in they came. No authority, no police seemed to function. Deserters filled the streets. Food was running short. No rooms were to be had.

BRITISH warships at the mouth of the river were evacuating their troops, their embassy, and British subjects who now, by a queer throw of fate, were unsafe in France. They took with them Reynaud ministers fearing arrest by the government that succeeded them, and newspaper people who had made the propaganda war against Hitler. From Bordeaux on British warships, Commert, Pertinax, Harry Knickerbocker, Eve Curie, Geneviève Tabouis took the road to exile.

But for Americans, Dutch, Belgians, Czechs, Poles, there was no means of escape at Bordeaux, and we fled down the coast to Bayonne, Biarritz, Saint-Jean de Luz.

At Saint-Jean de Luz, you can go no further. There is only the Atlantic, and the barricaded frontier of Spain. It is land's end...the *Ultima Thule*...the jumping-off place.

The bay of Saint-Jean in June should be bright and smiling like a picture post-card of the Bay of Naples, with white villas on green mountainsides and fishermen's boats painted kingfisher-blue.

But from June 20 to 24, there roared in from Biscay a storm of rain and wind such as even Biscay has rarely produced. If you were here, you witnessed one of the violent

# June, 1940

Last days of the Third French Republic—
written by Thomas Kernan, drawn by
Edouard Benito, of Vogue's staff

"in open fishing-boats . . .
to the grey ships, waiting in the fog . ."

and desperate moments of history. Thousands of men, women, and children cowered without shelter on the drenched docks of Saint-Jean. Trucks and trains arrived every hour with a thousand more. The British Navy again came to the rescue, and in three days of howling tempest embarked all the phantom governments, the lost causes, the gallant and ghostly hopes of Europe.

Sikorsky and twenty thousand of the Polish Army—those who had fled across Lithuania and Norway to France, now fled again to England. The prince-consort of Holland with the general staff of the Dutch Army took their turn in the open fishing-boats that took them through rain and wave to the big ships lying outside the mole. The dissentient government of Belgium, the exiled embassies and officers of Czechoslovakia, belated Englishmen, personalities of Norway, all waited in the storm for their turn, sleeping at night, exhausted, on the pavements in the rain.

FOUR great steel-grey liners waited in the roads, hardly visible in the mist; a dozen freighters that could make the channel lay inside the mole. The fish-boats chugged back and forth, bucking wind and sea. Six long grey destroyers and the grey curtain of storm, by the fortune of the gods, protected them from submarines and from airplanes. The convoy slipped off for England in the dawn of the twenty-fifth, just as the storm began to calm. One ship was torpedoed forty miles away, but in revenge two submarines were sunk.

Every day, several hundred rolled out for the wait of many hours—even a whole day—at the international bridge. There the slow defile of a thousand cars of all neutral nations passed to the Spanish side, where embassy secretaries organized the departures for Lisbon or Bilbao. Spanish border officials gallantly worked until midnight and recommenced at six in the morning. On the twenty-seventh, the last cars left Saint-Jean, and crossed a short hour before the green-grey storm troopers closed the international bridge.

Saint-Jean was bathed with sun late that afternoon, when three hundred blond young German giants arrived to garrison the town. Within ten minutes, the French girls were flirting with them, asking that their photos be taken with the omnipresent Leica; the children were fingering the motor-cycles; the men, even those still in uniform, were offering cigarettes to the conquerors. But these stones of Saint-Jean have witnessed the agony of the stricken democracies, and can attest that beyond this land's end there are men who still fight for liberty.

". . French troops watched the slow defile
of neutrals, going to Spain . . ."

HORST

RUSSIAN BROADTAIL CAPE. One of the new, sleek, well-groomed furs. Flat and supple as cloth. Beautifully clear-cut. Here's a cape that shelters, with elegance, day or evening costumes. Shown with it, a black felt pompadour-bonnet with a marten bow. Henri Bendel

# *Fur high-lights...*

# *very sleek, very black*

BLACK CARACAL COAT. A fur that doesn't confuse your silhouette. A coat that's fitted like wool. Framing the front, baum marten—two furs to a costume is new. Caracal pompadour-turban. Stein and Blaine. All jewels are from Trabert and Hoeffer-Mauboussin

# Three tones of black

Not just one tone of black, but three or more get together in autumn clothes. Here, shiny black satin for the tunic-dress, dull black wool for the belt, glistening ostrich on the Reboux hat. Jay-Thorpe

## in one costume

It's all-black, but a colourful effect is achieved by playing shiny against dull black. Dull black wool for the dress, black silk satin ribbon for a sash, black ostrich on the hat. Saks-Fifth Avenue

Another harmony of different black tones: shiny black satin, dull black wool, soft black feathers. Black silk satin apron on a black wool dress, and a pompadour-hat of feathers. Saks-Fifth Avenue

# Some familiar faces of "Swing" music

# Some ♪♫ about band leaders

*They bring Harlem or Heartbreak into every tune they make*

*by Jan Spiess*

THE immortals of swing, recognized wherever juke boxes grind out music at a nickel a tune; wherever jitterbugs riot in the aisles of movie theatres; wherever "smooth society" goes glamorously to dance, are young men who take their band-leading as seriously as does a Toscanini, a Stokowski. They are not young musicians bitten by the "hot bug" and going quietly mad, but they are serious specialists who believe their form of music is as important to the American scene as Gabriel's trumpet will be to the end of the world.

They tell you where the blues was born, down on the levees, on river boats, on the Barbary Coast. They trace the tradition of this form of American folk music from Spiritual, to Ballad, Breakdown, Blues, Ragtime, Jazz, and now Sweet Jazz or Swing. Swing, the scholars say, is to the American manner born. It is here to stay.

Paul Whiteman, that great first maestro of mad music, held the first swing concert in Aeolian Hall in 1924 with such a perfect ensemble that to read the roster of those names to-day is to recite the names of the top-flight masters of swing. It was then that Gershwin was introduced to an American audience with his famous "Rhapsody in Blue." Grofé, who had arranged the "Rhapsody," was a viola player, Bing Crosby sang in the quartette, the Dorsey boys were in the band.

CARICATURES BY VIX VOLK

THE concert was a terrific success. It established swing as a medium of music that even the Bach Society could not ignore. When the critics acclaimed Whiteman, he received their words with becoming modesty. "Toscanini could do it with the right 'get-off men'," he said generously. Whiteman took swing on the road...he took it east, west, north, and south. In one year he spent $350,000 in railroad fare. He sold two million platters of his record, "Whispering." He endowed the Paul Whiteman Museum of American Music at Williams College. He made America proud of American music. Most important of all, he inspired many of the young men in his band to take the hard, long road to recognition as swing leaders.

The famous names in the bounce bands of to-day are hard to classify. They vary as much in training, inspiration, and arrangements as they do in the Surrealistic solo licks, riffs, and hot passages that they weave against rhythmic backgrounds. They are exponents of hot jazz, streamlined jazz, and swing and sway. They don't care, they say, "who is hotter than who" so long as he is not "hair-pin," not "bustle," not a "clover kicker." And that means "not corny."

Some of them become band leaders through a stroke of luck, good or bad. Larry Clinton thought it was bad luck when he had a bad lip and had to give up trumpeting. Ferde Grofé suggested that he try arranging, and in 1938 he was the most prolific arranger of the year and was arranging about twenty-five per cent. of the material in Tin Pan Alley. He became the miracle man of swing music when he arranged "The Dipsy Doodle," but his greatest hit has been "My Reverie," which was a swing interpretation of a little-known Debussy melody.

HE organized his band hastily to make a recording; it was so successful that he took it out on the road. The classicists complained bitterly when he made a swing arrangement of "I Dreamt I Dwelt in Marble Halls"...they even petitioned the Federal Communications Commission to bar performances of popular interpretations of the classics from the networks. The petition must have gone astray, for Larry Clinton is still going strong with his own band and his arrangements of Old Masters.

The best-selling release that Victor-Bluebird has had in nine years is "Begin the Beguine," with Artie Shaw handling the baton. But behind this success is a story of Harlem and Heartbreak, almost a pattern for the famous band leaders. Harlem got into Artie Shaw's blood, and he went from the Savoy, to rent parties, to private jigs, taking his clarinet with him, learning what he could, bitten by the hot bug so badly that he not only studied at night, but practised eight hours a day. Then came the heartbreak...two years of unsuccessful one-night stands. But it was all fine training, for, by the time he came back to New York, he was known as a specialist in native American music...at least to those who are ready to concede that native American music began with (Continued on page 116)

# Black with a gleam

RAWLINGS

SUMMER sensation of the town, this year, has been Carol Bruce, the warm-voiced, electric young singer of "Louisiana Purchase." In it, she handles the title song, and the throaty spiritual called "The Lord Done Fixed Up My Soul," with an enormous enthusiasm, an easy, authentic talent. Now she and "Louisiana Purchase" are going on, exuberantly, into autumn.

On these pages, Miss Bruce wears two dresses destined to be autumn sensations, at dinner; both dull black, lit with a sudden glitter of sequins or jet. Above: A dinner-dress of dull black crêpe with every seam of its close bodice outlined in glittering jet beads; Bergdorf Goodman. Jewels from Tiffany and Company. Opposite: Black paillettes gleaming darkly on a tunic of black silk marquisette, worn over a black crêpe sheath. Altman; Ransohoffs. Jewels from Tiffany and Company

*New singer—Carol Bruce*

# 32 inches is the new length for your fur coat

THIRTY-two inches is the new length for your fur coat.... Last year, you might have considered a brief fur jacket; this year, you'll choose—in the same price range—a thirty-two-inch affair that is more coat than jacket. (On these two pages, you see nine shining examples of it.) It's cut to complement this year's slim costumes, narrow skirts; it's cut to cover the new, longer jacket of your suit. And it's made in such a variety of furs that you can make a practically painless choice if Money Matters.

***Black Caracul*** in the new thirty-two-inch length, straight and sleek for town; $400. Black felt hat. Stein and Blaine

***Brown Laskin Lamb*** coat that just grazes your finger-tips—fine for college or country; $79.95. Saks-Fifth Avenue

LUIS LEMUS

***Civet-Cat*** box-coat, finger-tip-length, dramatic for afternoon or over a black dinner-dress. $125. Black felt hat. From Franklin Simon

***Nutria*** casual coat with a face-framing hood, a hem slit like a man's shirt. $625. An Arnheimer original design, at Altman

***Grey Kidskin*** box-coat with a flared back, a round collar, huge saddle-bag pockets; $149. Red felt hat. Both; Best

***Hudson Seal*** coat in the new thirty-two-inch length that looks so right over the new season's slimmer, narrower skirts. A Hollander-dyed coat at Lord and Taylor. $275.

***Black Persian Lamb*** reefer, finger-tip-length, and perfect over your autumn suit for town. It has notched revers, patch pockets. $550. Black felt hat. Gunther

***Sheared Beaver*** coat, thirty-two inches overall, with a draped halter neck-line, a flaring front panel, and great versatility; $495. Beige Breton. The Tailored Woman

***American Opossum***—silvery-beige and new for a casual coat; $165. Lord and Taylor; Neiman-Marcus; Marshall Field

# Under Twenty

Eventful dresses—under $20 for you who are under 20 years

FOOTBALL GAME, 2 P.M. Cheer for the team in a red wool dress, its skirt pleated freely to allow for stadium-stepping. It has its own jacket—red-and-black Hockanum wool—so you can go coatless the first few games. $19.95. Off-the-face hat of black felt; $10

TEA DANCE, 5 P.M. Be The Girl They Want To Meet, in this black velveteen charmer—a dress with a fractional waist-line, a circular skirt, and tiny garlands of white daisies outlining neck and pockets. $17.95. Pleated pill-box of black rayon velvet; $10

FOR SHOPS IN OTHER CITIES, SEE PAGE 132

HORST

DINNER DANCE, 8 P.M. Look pretty on the dance floor, thanks to the slim, long torso and twirling, full skirt of this black velveteen dress. Look pretty across the table, thanks to the white faille collar and cuffs, the tight, jet-buttoned bodice. Pay $19.95

BILTMORE CLOCK, 4 P.M. Go to meet beau or best friend in this front-fullness dress of brown rayon faille. Like all the Under-Twenty dresses on these pages, it's in slip-of-a-girl sizes—11 to 17. $14.95. The hat, a visor tricorn with a floating veil. $8.75

Four costumes on these pages: Lord and Taylor; Neiman-Marcus; Marshall Field

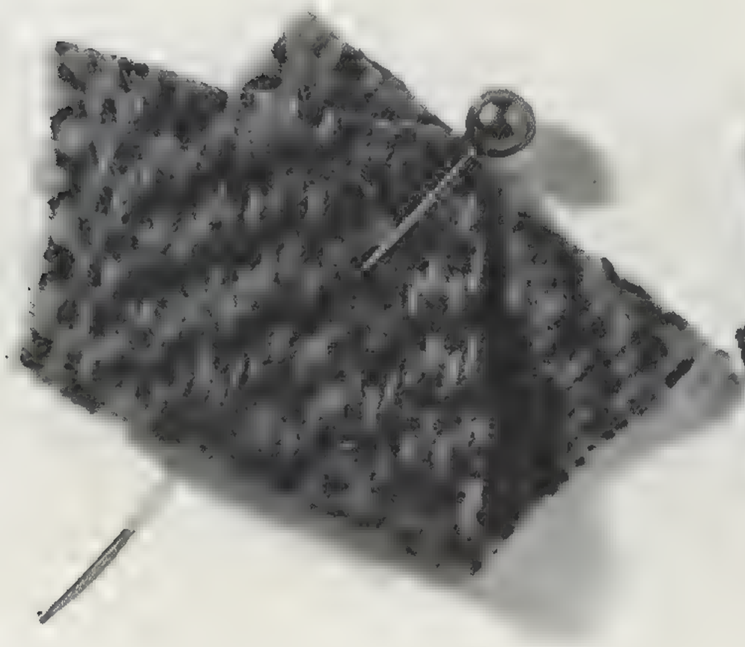
Vogue's designs for dressmaking

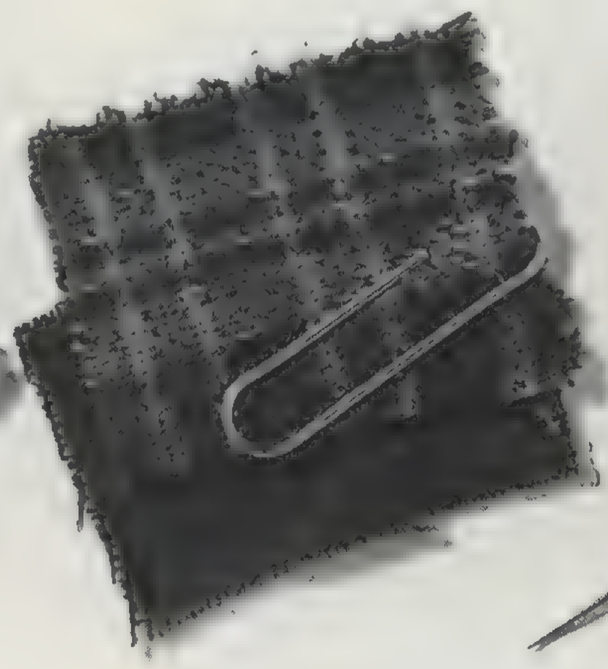
# SEWING FOR SEPTEMBER: NEW SUITS...

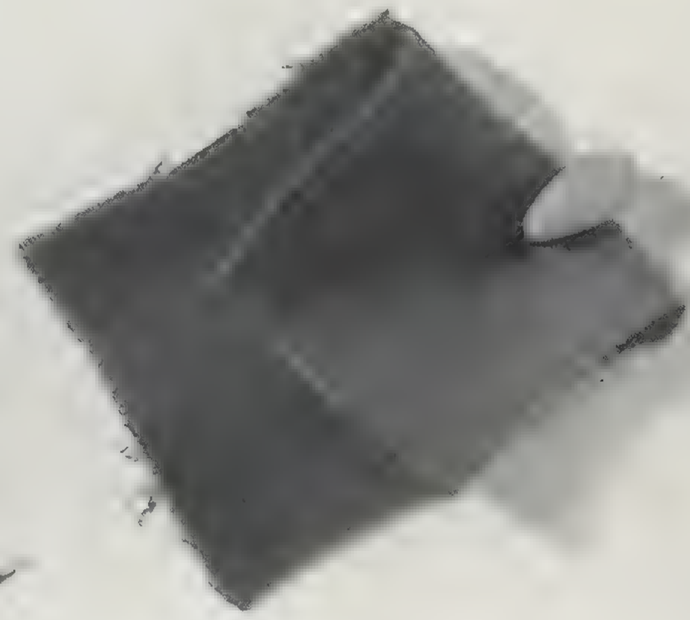
TOWN AND COUNTRY SUIT—No. 8783. Beloved of almost any age—this high-necked jacket over a slim skirt. Make it now for entrance into autumn. Try it, perhaps, of the subdued red-and-blue herring-bone tweed you see here

LONG-JACKET SUIT—No. 8780. The cardigan jacket goes over a slender dress. Attention: week-ending college girls, busy young marrieds. Below: sheer green wool for dress; smallish pink-and-green plaid for the jacket

DRESS-UP SUIT for autumn—No. 8764. To be noted by the wise: the straight skirt, the double peplum, the lowered waist-line. Nice of this beaver-brown wool broadcloth (colour and fabric are both high on the preferred list)







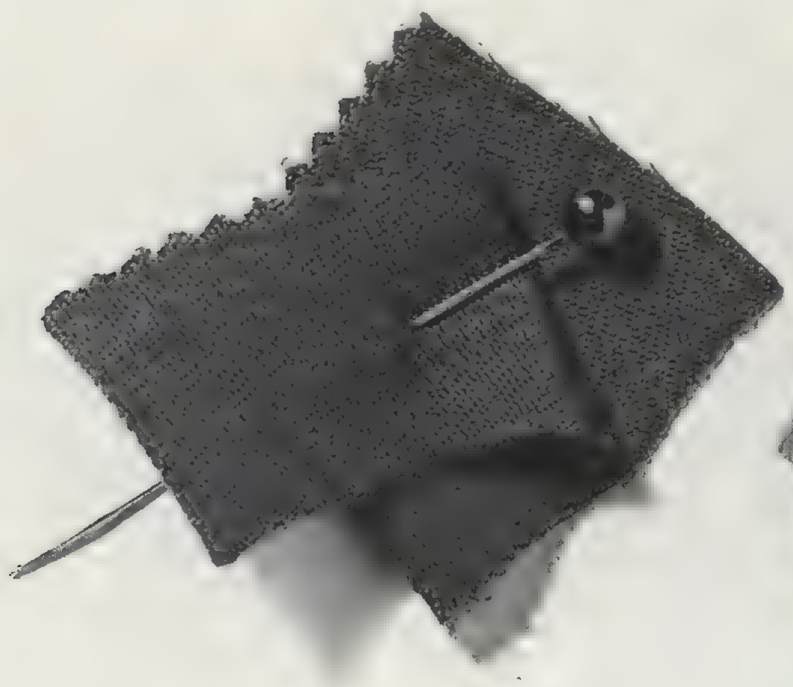
# NEW DRESSES...NEW FABRICS FOR THEM

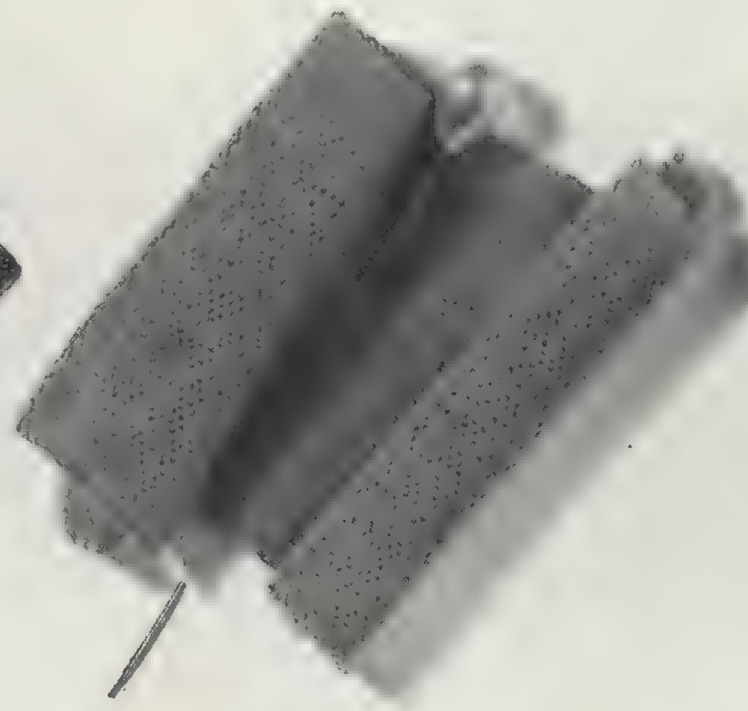
**COAT-DRESS—No. 8769.** Flatterer for almost any figure, including the not-so-slender. One of the narrow-skirted dresses that appear everywhere. Extra attraction: a bloused look at the back. Try the stone-blue covert-cloth below

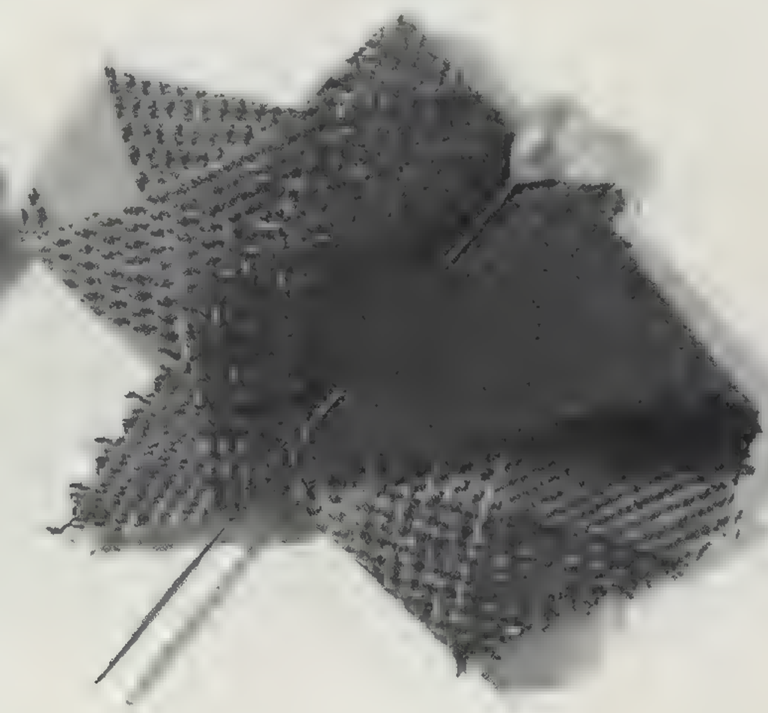
**FLY-FRONT DRESS—No. 8787.** An easy-going dress for golf course, college, et al. Note the bishop sleeves and patch pockets. Make it of this natural-coloured jersey cashmere—then add one of those new red or orange hats

**ONE-PIECE DRESS** with two-piece look —No. 8770. (The look that's so much in the news.) Nice for town, for the country, for stadium. You could try it of the dress-weight wool below, in a bold, grey-and-white coat-like plaid

BACK VIEWS, SIZES, FABRIC SOURCES ON PAGE 113







**11 pairs of shoes in your wardrobe—**
**that's what you need,**
**according to seniors in 159 colleges**

PUT just eleven items on your shoe list—and find you've a pair for every occasion. *You'*ll never be Unprepared. Vogue's questionnaire to girls in 159 colleges shows that they average eleven pairs each. Here you see how they make a complete wardrobe.

TOP ROW, LEFT TO RIGHT. 1. Spectator pump of brown suède with alligator-calf. For suits, wool dresses. Rhythm Step Shoe. Stern's

2. Classic sneaker—the must-have at any and every college. A Hood Shoe at Best

3. Evening slipper to go with practically all evening dresses. High-heeled sandals of gold kid. Bonwit Teller's Débutante Department

SECOND ROW, LEFT TO RIGHT. 4. Slipper the colour and fuzziness of your polo coat. New-looking enough to take away with you on week-ends. Comfortable for lounging about the dormitory. This is a Daniel Green Slipper at Stetson Shop

5. House shoe of deep red suèded wool jersey. The sides are elasticized so that the shoe fits snugly, but not tightly, goes on and off easily. Joyce Shoe; Bonwit Teller

6. Ski boot in saddle-colour with a green top, white lacing. It's as sturdy, well-made, and easy on your feet as you could wish for. *And* priced for a college budget, too. Spalding

THIRD ROW, LEFT TO RIGHT. 7. Street shoe of brown suède and alligator. Designed by James Kean for Bonwit Teller

8. Campus shoe: brown-and-white moccasin. Darex rubber sole. Skuffie by Foot Saver

9. Fur-topped overshoe—see how high it goes this year. Gaytees. At Bloomingdale

FOURTH ROW, LEFT TO RIGHT. 10. Brown suède and crushed kid shoe to wear with your tweed suit to the game and on to tea-dance. An Avonette Shoe. Saks-Fifth Avenue

11. Jodhpur-boot for riders. (Confirmed Golfers: substitute here to complete your Wardrobe.) Arnold Authentic. Best

A COLLEGE REQUIREMENT...

BLUE GRASS FLOWER MIST. *It's a happy combination of Elizabeth Arden's famous BLUE GRASS fragrance and her perfectly delightful after-bath friction Flower Mist. Use it a dozen times a day. It's a charming habit. After your wake-up shower you'll love the stimulating freshness of its fragrance... The cool luxuriousness of its scent will give an air of graciousness to your scrambled toilette made in the mad rush of the locker room. And for nights of importance, use it lavishly (you can afford to on a big or little allowance). BLUE GRASS FLOWER MIST... for flower freshness... exciting as a new romance.*

*4 ounces—in a beautiful Elizabeth Arden pinch bottle—$1.25... larger sizes—$2.25 and $4.00... atomizer—35c additional.*

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A

You '40 travelers have it *Soft* They're new and designed to go with the season's coiffures *Knox* travel hats made in a special new soft felt with that beautiful kind of tailored detail that makes the girl with the KNOX hat stand out in the crowd.

B

C

D

A Voyageur $12.95

B Continental* $10.95

C Cruise & Travel $8.95

D Fifth Avenue* $7.95

*TRADE MARK

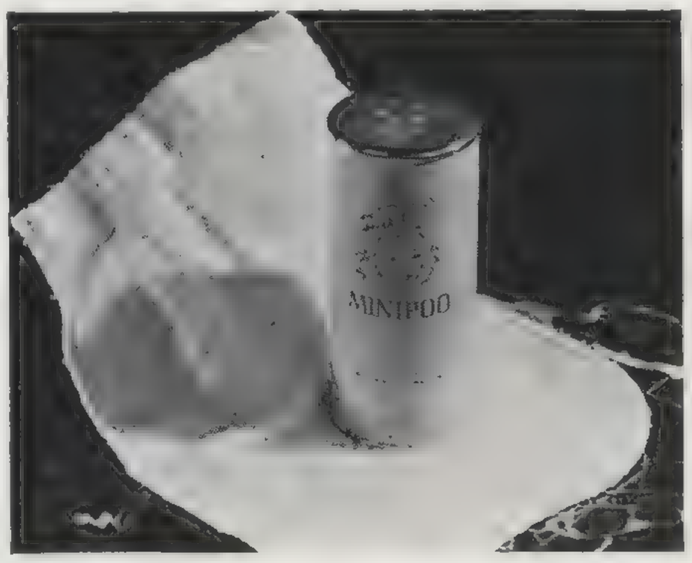
*Knox The hatter*

Fifth Avenue, New York and at leading stores everywhere

# DISCOVERIES IN BEAUTY

Ybry's cool, delicious new fragrance, "Wild Daphne" makes an ideal Cologne for morning rub-downs, or week-end luxuriating. Also, be warned, an ideal Cologne to hide from your roommate

Neat and compact is Harriet Hubbard Ayer's new Travelight kit, which includes everything from cleansing cream, to mascara, to Cologne, to a comb—a *must* for any glamour week-end




No time to shampoo—afraid to risk the tonsorial havoc of a self-set? Here's a dry shampoo called Minipoo, which does wonders. Merely rub it in, brush it out, and you're clean

VOGUE STUDIOS

A nice flashy face-washer is Pro-Phy-Lac-Tic's new transparent complexion brush. The bristles are exactly the right consistency to stir up your circulation and leave your face tingling

# AT THE WHITNEY STABLES

(Continued from page 91) every stall was filled, and a second wing, now torn down, made the stables almost twice as large. Counting the hunters, polo ponies, and carriage horses, there were about seventy-eight horses in the stables, among them "Hamburg," the great racer and sire, as famous in the 'Nineties as "Man O' War" was in his great period, the 'Twenties.

But "Kitchener" and "Kopelia," the prize carriage pair, were Walter's pride. They were never beaten in the brougham and phaeton classes, which were important in every big horse show of the carriage era. Each type of carriage was judged in a separate class, since the etiquette of carriages was even more rigid than the rules about their colours.

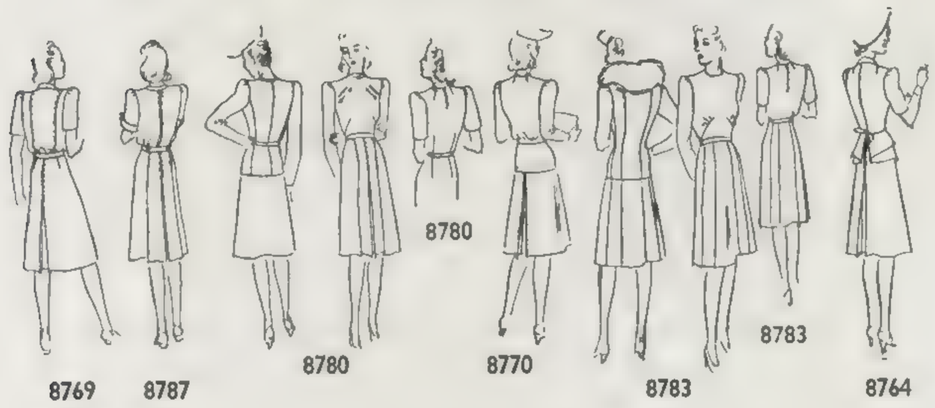
Only one type was correct for each occasion. For the morning, a single-horse brougham was the thing—neat, handy, and not too conspicuous; for afternoon calls, a victoria (the C-spring was the best), with a coachman and a man on the box next to him—a handsome sight, with the ladies' wide skirts and parasols, and the shining, well-bred horses. The equipment of a victoria was a complicated, rather obscure matter. Rain or shine, it included an umbrella, a leather kit, and, tossed over the low railing back of the coachman, a dummy livery, without back or sleeves. The angle at which it was draped over the rail was important to the coachman, whose competence was shown by such details. For a drive in the park, or a twirl about the countryside, a phaeton was proper. But the height of smartness was the tandem—the most dashing way to get about, the most difficult of all to drive.

Walter drove the ladies, and their escorts, to the opera in a landau, its discreet hood hiding the jewels and feathers of the ladies, their deep décolletages and narrow, softly-banked pompadours. If two gentlemen went out together, Walter took them in the hansom cab—a beautiful, heavy carriage, made in France.

These were the rules for town. In the country, everything was much easier. There were rules, but their boundaries were wider. The light tan or light grey liveries were almost gay. The buckboard and the station-wagon were varnished, open to the air. They bounced along the country roads, where the heavier town carriages rolled and lurched. Walter took the household to church, or to the train, in the station-wagon; he took the children out in the buckboard; he brought round the barouche, for the biggest sporting occasions. And he loved every detail of the complicated ritual. He was a horseman, in a horse era.

Alone, at the age of twelve, he came out to America from the south of Scotland. His family had always worked with horses—his father as postilion for the Duke of Buccleugh and as stagecoach driver between Selkirk and Edinburgh, before Scotland had trains. Almost as soon as he landed, Walter went to work for Oliver H. P. Belmont. He travelled with Mr. Belmont's horses when they were shipped from New York to Newport on the Fall River Line. Then, at eighteen, he started to work for the Whitney family, in Westbury and New York, where he has been ever since. He understood the carriage era, its painstaking thoroughness and easy magnificence. A museum, looking for an example of that period, could find few better than the collection in the Whitney stables that Walter has taken care of for the past half-century.

## DESIGNS FOR DRESSMAKING




These are other views of the Vogue Designs for Dressmaking on pages 108 and 109. Designed for sizes: 8764, 8770, and 8780, in 12 to 20 (30 to 38). 8783 and 8787, in sizes 12 to 20 (30 to 38) and 40. 8769, in 12 to 20 (30 to 38); 40 and 42

• THE FABRICS: Red-and-blue herring-bone tweed from Daniel Farnsworth. Sheer green wool and pink-and-green plaid from S. Stroock. Beaver-brown wool broadcloth from Botany. Stone-blue covert-cloth from Forstmann. Natural-coloured cashmere jersey from William Heller. Grey-and-white plaid from Rodier

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*Lady Schick and Lady Schick Cream come tucked in a stunning suede case, aquamarine or crimson. Complete for $15. Extra jars of cream only $1.00. Schick Dry Shaver, Inc., Stamford, Conn., U. S. A.*

LADY SCHICK *goes to college!*

As far behind as your kindergarten days are the old, messy, risky methods of removing unwanted hair from legs and underarms!

For Lady Schick now solves this problem with modern daintiness—and in absolute safety.

Lady Schick is the only electric shaver expressly designed to meet the needs of impeccably groomed women. It removes superfluous hair quickly, easily, cleanly, *safely*—without danger of nicks or cuts, without coarsening hair regrowth or delicate skin texture.

Companion to Lady Schick is—Lady Schick Cream. Used between shaves, it is intended to lighten the color of the downy new growth, and to keep the skin alluringly smooth.

Go back to college with Lady Schick!

*Meet Lady Schick at your Beauty Shop*

*Many modern beauty shops now give Schick hair-removal service. Try it—and see how daintily, how quickly, how easily it's done!*

Lady Schick

Paul Sargent
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in Stehli's "Victory"
a rayon crepe
woven with
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also our version for
Juniors 9 to 19 and
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Cedar Rapids.....Killian Co.
Champaign..W. L. Lewis Co.
Chattanooga.....Miller Bros.
Cleveland.....Higbee Co.
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Columbus.....The Fashion
Dallas.....La Mode
Davenport.....Scharff's
Decatur.....Fields
Denver.....Daniels & Fisher
Detroit.....J. L. Hudson
Des Moines....Younker Bros.
Duluth..M. C. Albenberg Co.
Elgin.....Joseph Spiess Co.
El Paso.Felix Brunschwig Co.
Fargo....O. J. DeLendrecie

Scruggs Vandervoort, Barney, St. Louis
Fort Dodge.....Gates Dry Goods
Fort Worth.....The Fair Store
Green Bay....H. C. Prange Co.
Greenville.....Nelms & Blum
Hutchinson....Wiley Dry Goods
Houston.....Sakowitz Bros.
Jackson, Mich. .....Jacobson's
Jackson Miss..R. E. Kennington Co.
Janesville.....Hagen's
Kansas City, Mo. ..Geo. B. Peck Co.
Knoxville..... ..Miller's, Inc.
Los Angeles.....Bullock's
Lubbock.....Paul Barrier, Inc.
Madison....Harry S. Manchester
Mankato.....La Vogue
Memphis .....Lowenstein's
Milwaukee.....Boston Store
Monroe, La.....Masur Bros.
Nashville.....Cain-Sloan Co.
New Orleans.....Kreeger Store
Oakland.. ....Kahn Dept. Store
Oklahoma City.Kerr Dry Goods Co.

Frederick & Nelson, Seattle
Omaha .....Herzberg's
Peoria.....Block & Kuhl
Phoenix .....Korrick's
Pittsburgh .....Kaufmann's
Portland..Olds, Wortman & King
Rochester, N. Y.....Kroll's
Salina.....Stiefel Stores Co.
Salt Lake City....Keith O'Brien
San Angelo.Cox, Rushing & Greer
San Antonio.....Joske Bros.
Shreveport...Hearne Dry Goods Co.
Sioux City.....T. S. Martin Co.
Spokane ..The Crescent Dept Store
Springfield, Ill..John Bressmer Co.
Syracuse.....Flah & Co.
Tacoma.....Rhodes Bros.
Toledo.....La Salle & Koch
Tulsa .....Street's
Tyler.....Mayer & Schmidt
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# DISCOVERIES IN

## How Clean Are You?

**Answer this quiz honestly, and give yourself ten percent. for each affirmative.**

1. Do you scrub your back more than once a week?
2. Do you use a deodorant every day?
3. Do you freshen up your scalp between shampoos?
4. Do you wash your girdle at least once a week?
5. Do you wash your hair more than twice a month?
6. Do you take violent cathartics spasmodically, or keep your insides clean all the time?
7. Do you use an anti-perspirant more than once a week?
8. Do you bathe *every* day?
9. Do you use a new powder-puff every week?
10. Do you scrub your toe-nails, as well as your finger-nails?

### Rating

100% You are a dream of sweetness.
90% Still as fresh as a new minted penny.
80% Well above the average.
70% This is the imperative minimum.
60% You're slipping. . . .
50% Who wants to admit they're only half clean?
40% This, regrettably, is an all-too-frequent average.
30% Rooming alone?
20% There, there, water won't hurt you.
10% ! ! ! !

Here, then, are a few "musts" for college cleanliness. A face-brush, and a good soap. Grace Donohue's Colloidal Sulphur, perhaps, with its accompanying brush. A good nail- and hair-brush—perhaps one of those new, bright, transparent ones of Pro-Phy-Lac-Tic's. Remember, pretty as travelling-kits may be, they're no better than their capacity to hold your soap. During glamour week-ends, you use more make-up than usual—and soap is your best guarantee of an unclogged skin.

Anti-perspirants and deodorants are imperative. Arrid, for instance, is a superb college girl's item, which you can use every day without the slightest hesitation. Odorono, of course, you know, and that is ideal for week-ends—to apply before you leave. The new perfumed deodorants, too, are surprisingly effective. Charles of the Ritz has one that smells like lilac. L'Orlé has superb ones in all your favourite fragrances; and Helena Rubinstein has just brought out a new one in her dim, sweet "Water Lily" scent. These you use in *conjunction* with an anti-perspirant.

If your skin is dry, but clear, use a night cream, like Dorothy Gray's famous Special Dry Skin Mixture, and always remove all traces in the morning with soap, as well as water. If you wash your own hair, be careful of your choice of shampoo. Watch out for those shampoos that promise a "brightening and lightening" of your hair. About the only thing, excepting the sun and lemon-juice, that can lighten your hair is dye, which is certainly not for you.

Check your suitcase, and see if it includes these items:

3 cakes of good face soap; 2 big bath tablets
1 big jar or bottle of deodorant
1 bottle of anti-perspirant
1 tough loofa mitt, or a back-brush
1 nail-brush; 1 face-brush; 2 hair-brushes
1 cotton dispenser; 1 box of cleaning tissues
1 special preparation for blackheads, et cetera
1 pumice; 1 manicure kit
1 big bottle of good shampoo and a scalp freshener
1 laxative, recommended by your own doctor

# COLLEGE BEAUTY

## How Pretty Are You?

**Answer this quiz honestly, and give yourself ten percent. for each negative.**

1. Does your lipstick look as if you put it on in the dark?
2. Is your hair hanky, frizzy, bulky?
3. Does your tummy stick out?
4. Do you fail to brush your teeth at *least* twice a day?
5. Are you completely unaware of what type you are?
6. Are your hands rough and catchy—and stained?
7. Do you scorn a lip-brush, a foundation cream?
8. Is your complexion bad, bumpy, blackheads, acne?
9. Is your posture droopy, slouchy?
10. Do your brows practically merge with your lashes?

## Rating

100% You must be as bright as you are pretty.
90% You get invitations like other people get bills.
80% You're still very pretty.
70% You could be even prettier than you are. . . .
60% Really, this is being pretty casual about appearances.
50% Either you don't care, or you've no self-confidence.
40% What's the matter, got a Savonarola complex?
30% Too much devotion to Social Significance, we suspect.
20% You need a good psychiatrist.
10% You need a good spanking.

Here are a few hints for college beauty—habits you'll be wise to form early in the game. First find out whether you're a goddess or a sprite; establish your type. Then check on your figure. By rights, it should be at its best—a concave tummy and diaphragm, flat flanks, straight shoulders. (Remember not to cart your books invariably with the same arm.) If you're a little plump, your physical director will give you some specific exercises.

As you usually diet more unintelligently than any other group of females in the world, do your reducing the hard way—and the way that *keeps* it off; i. e., exercise. Remember that losing five pounds in three days by eating nothing but pickles and ice-cream, or some equally brilliant mélange, proves nothing. Your tummy gets out of order, bumps appear, and, what's worse, you gain back your lost weight.

If you really have a bad complexion problem, go to your dermatologist, who will probably give you a regimen to follow. *Please* follow it faithfully. Acne, or the like, unless cured early can leave scars that even time will not heal. As for the average bumps and blemishes that the flesh is heir to, leave them alone. As they come from your insides, cure them by keeping your insides flushed. Keep your scalp clean, with a freshener, like Ogilvie Sisters'; for a bad scalp condition can spread to your facial skin. Use your tweezers intelligently—never when you're in a reckless mood. Brush your brows with oil or vaseline, so that they have both sheen as well as line. Use a lip-brush—the *cinq et dix* has them—to keep your outline clean all day.

Check your suitcase and see that it includes these items:

1 big box of *good* face-powder; 1 jar of night cream
2 or 3 lipsticks; 1 pot of cream rouge for week-ends
1 bottle or jar of hand cream; 1 razor for underarms
1 pair of tweezers (and pay several dollars for them)
1 big, sloshing bottle of Cologne; 1 little one for week-ends
1 liquid foundation for every day, one party foundation, perhaps a Pan Cake
1 small bottle of *very good* perfume
1 tried-and-true depilatory that you know all about
1 eyebrow-brush, powder-brush, complexion-brush

# SOME NOTES ABOUT BAND LEADERS

(Continued from page 101) blues from New Orleans. Odd foot-note: somewhere in the process of becoming a jitterbug band leader, Artie Shaw felt that the little people weren't getting the fine effect of his swing while they danced (?)...he wants them to *sit* and listen!

There is a long-standing feud—pistols for two, coffee for one—between Artie Shaw and Benny Goodman. The reason for it is as hazy as the start of a Kentucky shooting bee, but it is always mentioned when band leaders get together. It may be that they both want the credit for changing the course of American music. Benny had a big part in that if the voice of the young counts for a vote. He is the all-time, all-high Pied Piper of the country's jitterbugs, and a definite menace to the stuffed shirts.

He began his meteoric career in a four-piece combination that included Bix Beiderbecke, that trumpeter who is still remembered with wide-eyed wonder by every horn-blower in the business. But Benny was not yet ready for swing. He had to take the course in the hard way which revolutionary music demands of its exponents. He had two years of cross-country touring before California introduced him to New York and he was crowned King of Swing. It's the easiest crown for a king to wear these days, but, as in other kingdoms, there are heirs presumptive crowding the throne. The most obvious of them is that success-story boy, Glenn Miller.

How Glenn Miller got his first trombone is an American saga in itself—he milked a cow after school until he earned the necessary sum. After that he couldn't help but become a famous band leader or prove Horatio Alger wrong forever. The next step in his career is one which many of the band leaders have taken: he organized and directed an orchestra, at the University of Colorado.... So did Sammy Kaye at Ohio State University, Kay Kyser at the University of North Carolina, Woody Herman at Marquette University.

Miller's real break came when he helped Ray Noble, the English bandmaster, organize an American band, and he was given the chance of working out the distinctive scoring for reeds, which is now a Miller trade-mark. He, however, has remained faithful to his trombone. Remembering, perhaps, how he went out to milk the cow has made him appreciate his horn forever. His is one of the best of the sweet bands and one of the hottest of the hot bands...and it is a young band. Young bands are very appealing to young jitterbugs.

### SWINGING ALONG

But it is not necessary always to appeal to jitterbugs to be a well-known band leader. Xavier Cugat has proved that. Cugat was brought to this country by Caruso, who heard him in Spain and had immediate faith in his future as a violinist. But Cugat turned away from the concert stage and initiated in Americans the popular desire for Spanish and Argentine music. He made Manhattan tango and rhumba until it was a serious question as to which side of the ocean Spain was on. But fine as the Spanish music is, it isn't American. It may move your feet and stir your pulses...but it isn't swing. And that brings us to Erskine Hawkins.

Erskine Hawkins, who can hold high C on a trumpet for 2:53 seconds, started his band at college, where, while "playing over their heads," he "played their ears off." Besides playing one of the most exciting horns in the band business, he directs with a stream-lined trumpet, so watching him is as much fun as listening to him...almost.

Tommy Dorsey is a trombonist who is sometimes hailed as Gabriel, while his brother, Jimmy, is called by the more ardent of his fans "the world's greatest saxophonist." The two brothers had an orchestra together for a while, but, after a short, but very special civil war, separated each to form his own band. Jimmy Dorsey was once heard to say, during an erudite moment, that "swing is Surrealism in music."

Another famous brother of a famous brother (as Gertrude Stein might put it) is Bing Crosby's brother, Bob, whose orchestral selections range from New Orleans Dixieland to streamlined swing and/or boogie-woogie. And boogie-woogie, if they should ask you what it is next time you are on "Information Please," is a repeated pattern of the theme with the left hand, while the right hand improvises like mad.

### WHAT MAKES A BAND LEADER?

What makes a band leader a band leader is impossible to answer... popularity is a point, and fortunately there are as many kinds of people to be popular with as there are ways of being popular. Wayne King is popular because he plays waltzes with a fine precision that Victor Herbert would have approved, and with enough swing to keep them in tune with the times. Al Donahue, who studied to be a lawyer, says that he bolted Blackstone in favour of the baton (and when a better alliteration is found than that one, we'll eat it) and is a favourite with those who want smooth "society" style. Kay Kyser, almost too well-known to mention again, is a favourite not only with the jitterbugs, but with their parents. There is something clean, fine, and healthy—in other words, American—about his handling of his dance band.

Jimmy Lunceford's outstanding popularity is with the maestros themselves. Although he rates with Duke Ellington, Cab Calloway, and Louis Armstrong in appeal to swing addicts. he is listened to even more intently by such men as Glen Gray and Tommy Dorsey. To make it all come out on a high intellectual plane, Kappa Alpha Psi of Fisk University has awarded Lunceford the degree of "Doctor of Swing."

The Bach Society would like to tell you where swing is going, but it may be here when Bach is played for the last time; the band leaders would like to tell you where swing is going, but they only know that it is the result of a hundred years of musical development in America and anything that takes that long to be born is going to take a long time dying. It's comedy music, say the classicists; it's free speech in music for the musicians, say the swing masters; it belongs to U. S., says the country. And we love it.


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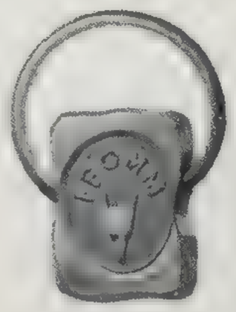

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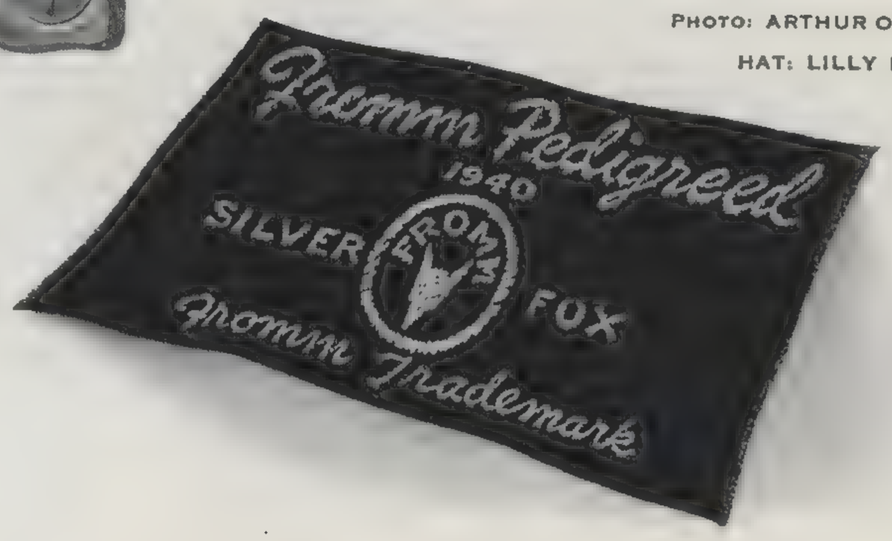

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SPORTS OPERA PUMP. Of rust-coloured alligator-calf—very nice with your tweed suits. This one is a Vitality Shoe

AFTERNOON OPERA PUMP—the indispensable. Of black suède, high-heeled, with a non-cut throat. Tango Shoe at Macy's

BROWN SPECTATOR OPERA PUMP. Classic calf-trimmed suède. Good with your little wool dresses. Enna Jettick has it

TAILORED OPERA PUMP of brown suède, with a calf-bound bow, a moderate heel. An Avonette Shoe. From Saks-Fifth Avenue

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LOW-HEELED SPECTATOR PUMP. Bright brown calf on dark brown suède. Natural Bridge Shoe; from Arnold Constable

BLACK SPECTATOR PUMP of suède and alligator-calf. Destined to complement your bright wool dresses. A Life-Stride Shoe

RIBBON-TRIMMED OPERA PUMP. Of black suède, with a soft bow. For dressed-up daytime moments. A Heel Latch Shoe

SQUARE-TOED OPERA PUMP. It's of brown alligator. Note: the walled toe, neat tailored bow, low heel. Betty Barrett Shoe

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B.-DINER—Plan your Fall wardrobe around this adorable little frock by UNIVERSITY. The flattery of a rounded neck and loose 3/4 sleeves is heightened by the gilt star-studded belt with bow fastening. Wool and rayon basketweave. Junior and misses sizes. About $8.

C.-The high firm uplift and decided center separation of the new SUPER DIRECTOIRE by MADAME POIX is achieved by its scientific construction, assuring *supporting fit* and *fitting support*. All with lace tops: Satin $5. and $7.50; Rayon Satin $3.50; Broadcloth $2. and $3.50.

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E.-The hand-knit air of ROSSBY'S lovely cardigan is accented by the new heavy jumbo stitch with fashioned cables. Soft zephyr wool in exquisite autumn colors. In New York at Gimbel Bros.; Brooklyn at Martin's. About $3.

F.-MARVELLA "NATURE-DIPPED" PEARLS —in exquisite 3-strand necklace in combinations of PASTEL-GOLD, BURNT-GOLD and ANTIQUE-GOLD with Mainbocher Topaz clasp. Perfect for basic Fall shades. About $3. Matching bracelet about $2. Topaz jewel earrings about $1.

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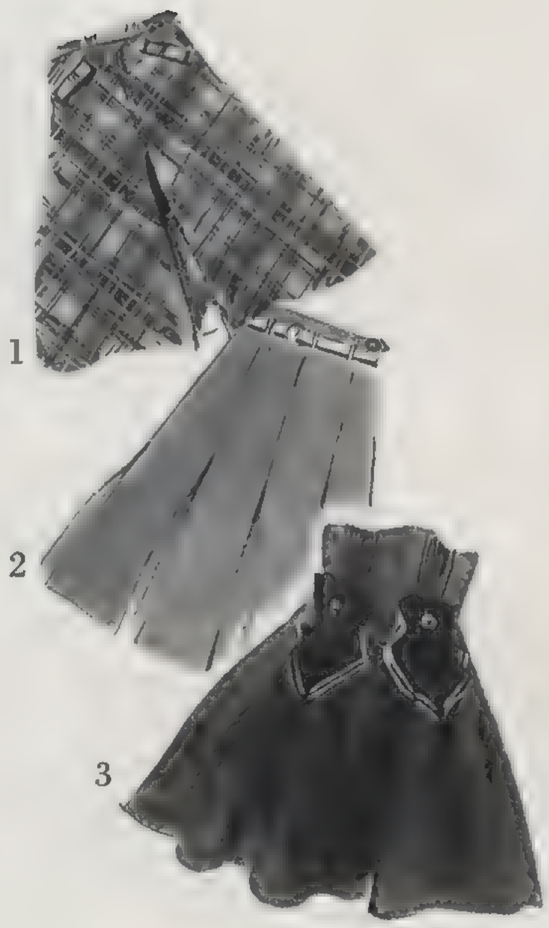


1

2

3

Six skirts—that's what you want according to our College Survey. To the left are three suggestions.
1. Horse-blanket plaid, to last several semesters. $12.95. Bonwit Teller
2. Classic grey Shetland wool skirt—for practically any sweater or blouse. $3.98. McCreery
3. Dirndl skirt of brown wool. Made by West Coast Manchester. $7.95. Russeks

4

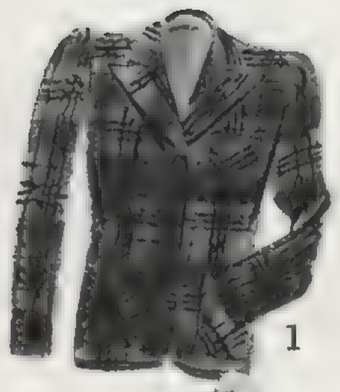
5

4. Three-piece suit of chocolate-brown wool. The sweater, the sleeves, and back of the jacket are knitted. $14.95. Bonwit Teller has this
5. A two-piece dress of yellow jersey, wool-and-rayon. Draw-string at neck and waist. $6.50. This is at Saks-Thirty-Fourth Street

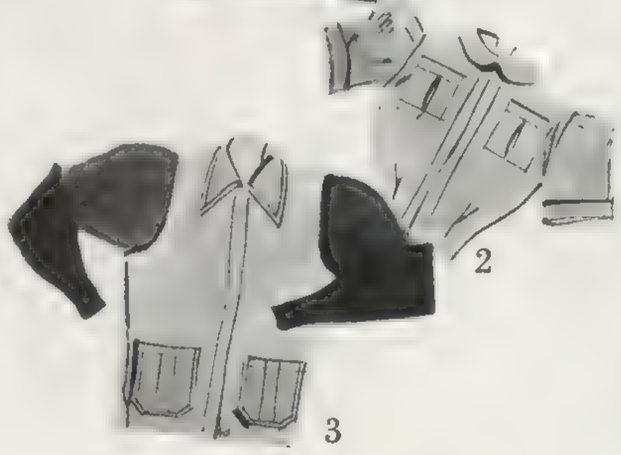
6

6. Campus uniform—jacket and skirt. Thick-napped wool jacket, camel's-hair-coloured. Goes with almost any skirt. ... The one that goes along is a go-with-all plaid wool; brown, navy-blue, green. Both; $19.95. Altman

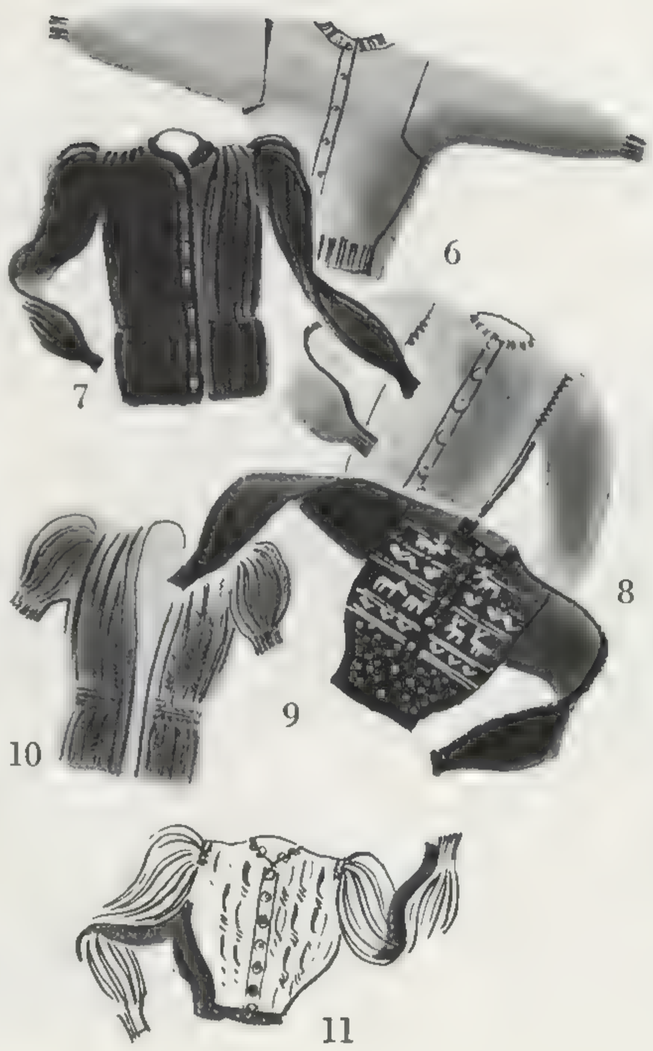
# AT COLLEGE




1. Luxurious plaid wool jacket. By Heatherton. $29.95. Saks-Fifth Avenue
2. Blue wool jersey blouse by Debwin. $3.95. Altman
3. Light and dark blue wool shirt made by Helen Harper. $3.71. At Macy's



4-5. Extra-special three-piece suit: slacks, skirt, cardigan-jacket of grey flannel. By Sacony. $22.95. Shown with it, a long-sleeved white silk blouse—tailored exactly like a man's. Wear it, too, with town suits. A Joan Kenley design. $3.95. Suit and blouse; Franklin Simon




6. Classic cardigan of palest blue rabbit's-hair. Soft as a kitten. $7.95. From Peck and Peck
7. Red ribbed cardigan; silver-metal buttons. $6.95. From Best
8. Blue Shetland sweater with buttons stamped with your own college seal. $4.95. Franklin Simon
9. Red pull-over sweater with the deer design you have on mittens and scarfs. $5.95. Tailored Woman
10. Coarse-knit, ribbed beige sweater with fitted waist. $1.95. Macy's
11. Short sweater, long sleeves. Of white wool; a pointed, fitted back. By Jane Irwill. $6.50. Altman

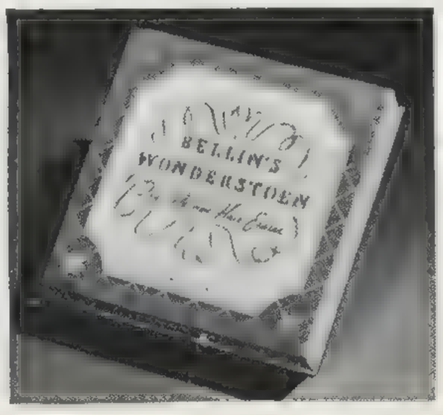
ADD ONE SIMPLE STEP
TO YOUR BEAUTY ROUTINE WITH

*Bellin's Wonderstoen*

**Dry-Method Hair Eraser...Painless...Odorless**

*For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.*

**WONDERSTOEN for Arms and Legs $3.00**
**WONDERSTOEN for the Face $1.25**
**On sale at drug and department stores.**




*Bellin's Wonderstoen Co.*
**1140 BROADWAY, NEW YORK CITY**
*Write for fascinating booklet "V"*

With this Ring

. . . you'll symbolize a lovely sentiment, to be cherished and treasured for a lifetime. In this important trust there is no substitute for quality—the hand-made charm so characteristic of Traub craftsmanship. You'll be thrilled at the sheer beauty of

Genuine "Orange Blossom"

ENGAGEMENT AND WEDDING RINGS BY TRAUB

*Ask your jeweler for "Orange Blossoms", Traubs lovely book for Brides*


# HISTORY IS MADE

NIGHT-LIFE transforms you—the college girl. After dark comes your bewitching hour. By day, you delight in "fads" and let your hair hang. You spend hours in classes. You slouch diligently in slacks and pinafores.

But Proms and House-parties are the spice of your young life. So you choose your evening dress with hawk-like discrimination. It becomes your personality-in-relief, your second self. You want it to black-out your faults, electrify your assets; it dances with you, wide-skirted, sibilant in faille and taffeta. Sometimes you wear it dining in town, so you like it to be partly "cover-up," to be simple. You need more than one, and, while your eye demands luxury, your budget expects economy; so you settle for both.

Inevitably, week-ends mean Princeton, Yale, and the rest. Inevitably, you find new fields to conquer. You emerge from the "let yourself go" of campus. You want to shine before the stag-line, to dazzle your own date. So your evening clothes must be noticeable, individual. We think these will fill the bill.

Gold rickrack edges this grey Celanese taffeta princesse gown with a floor-sweeping skirt. $29.95 makes it yours. At Jane Engel

A long-torso bodice shirred into a swirling skirt. Soft as moon mist in old-rose velveteen. And a dream at $39.95. Best has it

PERUTZ

# AT NIGHT

PERUTZ

Two shades of green in a wide-skirted taffeta waltz dress. It has puffed sleeves, a low back. A Kalmour dress. $29.95 at Best

Apron style: a detachable peplum on this Kalmour dress of taffeta and velvet, with a ruffle-edged neck. $29.95. Best has it

VOGUE STUDIOS

Confetti stripes in red and green run riot on the skirt of this waist-whittling faille-and-velveteen dress. $25. At Franklin Simon

Brewster Felts have an Edge on Fashion

Never a dull moment with Brewster hats! Every season, new details appear, to keep them delightfully different. And it's an exclusive difference, too, because only one store in every town is permitted to sell these beautifully tailored felts!

BREWSTER HAT CO., INC. • 411 FIFTH AVE. • NEW YORK

HILL AND DALE SHOES TRADE MARK

WALKING SHOES IN THE

BOOTMAKER FINISH

HAND-RUBBED

AND MELLOW

LIKE OLD BOOTS

You may choose your Hill & Dale Bootmakers for Fall in any one of many good-looking styles —all of fine calfskin, hand rubbed and mellow, in classic models designed for tireless walking— with built-up leather heels, to add buoyancy.

Bootmakers and other good-looking Hill & Dale classics in footwear are priced from $7.50 to $10.

They are sold by good stores everywhere — for the name of the one nearest you, write Dixon-Bartlett Co., Baltimore, Md.

# COLLEGE FUNDAMENTALS—

CATERING to your tastes are these under-cover costumes. Chalk them up to Requirements Fulfilled: they're hand-picked in answer to our Prix de Paris survey of seniors in 189 colleges clear across the country.

From simplest pantie and brassière to lounging-sleeping pyjamas, you want them tailored, packable, easy-to-wash (just in case your laundry's late!). You want each to fit in with your budget, too—as these do.

Pantie and brassière of knitted rayon-and-silk, promised not to run. (88% of you asked for these.) The price suits you, too: less than $1 each. Made by Fairy. Altman has them

First: Light-weight all-in-one of net with "Lastex"; a rayon batiste front panel. Low, square back makes it unusually good for evening. By Carter. Oppenheim Collins

Second: Girdle of Laton and taffeta—light as a handful of soap-flakes. Back Talon closing; detachable Inviz-a-grip garters. (There's a twin pantie-girdle.) By Mabs. At Best

Far left: 79% want pantie-girdles. This is one answer. Of lace with elastic, lightly boned. By Fortuna. Maiden Form's lace and "Lastex" bandeau. Both; Lord and Taylor

Left: Feather-weight girdle of net woven with "Lastex." An inner panel of batiste in front. Brassière of lace and batiste. Both made by Vanity Fair. McCreery's has these two

# AT YOUR REQUEST

Pyjama suit—the all-college favourite. Tiny keyholes printed on navy-blue rayon crêpe tuck-in shirt, trousers, and full-length robe. Made by Miss Swank. From Altman

Practically unanimous (95%) was your request for tailored crêpe or satin slips. Here: pantie and slip of rayon crêpe, with neat rayon satin bands. By Patricia. Stern's has them

One of your prime loves: the simple pantie-girdle of lace with "Lastex." The brassière matches. Both are made by Van Raalte. Bonwit Teller is the place to find the two

Right, first: Hand-made nightgown of white silk crêpe, piped and laced in red. A place in front for a monogram —also in red. By Yolande. Saks-Fifth Avenue has this

Second: Fitted tailored slip of rayon satin, with a touch of hemstitched appliqué. To be noted: it has a hem you can adjust yourself. Designed by Seamprufe. Arnold Constable

FIRST AUTUMN DAYS

*in Crepe "Marcelle" fabric distinctly*

DUPLAN

*made of*

TUBIZE*

*Acetate*

RAYON YARN

Beautifully draped shoulders that gather in exquisite hand latticed detail—for those important occasions ahead. Sizes 14 to 44.

About 25.00

Superb lines and supple softness accented with delicate hand beaded embroidery — your first exciting dress of Fall. Sizes 14 to 44.

About 25.00

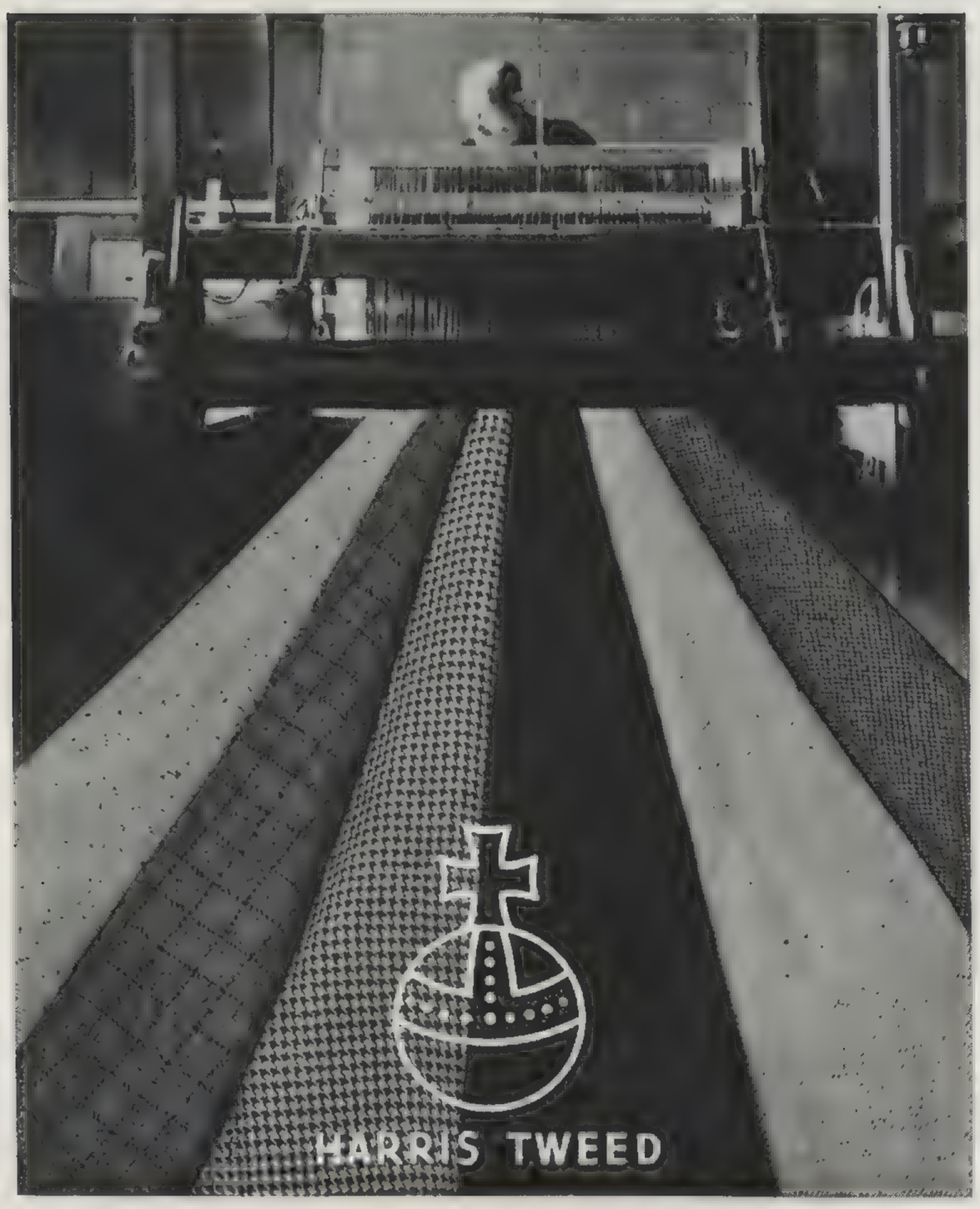
*REG. U. S. PAT. OFF.

*Exclusive with fine stores — for the store in your city write*

Doctor Dress Co.

325 WEST JACKSON • CHICAGO

# *Every yard of* HARRIS TWEED *is woven by hand*




THERE is only one place in the world where Harris Tweeds are made. The Outer Hebrides—those lonely wind-swept islands on the West of Scotland. Here, hand-weaving has been carried on for centuries, an art handed down from generation to generation.

Only the virgin wool of Scottish sheep is used, traditional colors are maintained, every yard is hand-woven—each piece of cloth individually made in the homes of the crofters.

There's an atmosphere about Harris Tweed garments... "Yes.. well-dressed.. what good taste .. how attractive." This is what you will hear from your friends—even the others will whisper approval. This year more than ever Harris Tweed is fashionable—there's a wide range of designs to choose from.

The following is the definition of Harris Tweed as accepted by the Board of Trade:—

*"'Harris Tweed' means a Tweed made from pure virgin wool produced in Scotland, spun, dyed and finished in the Outer Hebrides and hand-woven by the Islanders at their homes in the Islands of Lewis, Harris, Uist, Barra and their several purtenances and all known as the Outer Hebrides."*

HAND WOVEN
Harris Tweed
REGISTERED TRADE MARK No. 326350
GRANTED BY THE BRITISH GOVERNMENT (BOARD OF TRADE) TO THE HARRIS TWEED ASSOCIATION LTD.
HARRIS TWEED
FACSIMILE OF THE TRADE MARK APPEARS ON THE CLOTH

LOOK FOR THE MARK ON THE CLOTH
LOOK FOR THE LABEL ON THE GARMENT

Issued by The Harris Tweed Association Ltd., 5 Coleman Street, London, E.C.2


# DRESSES TO LIVE AND

THE little wool dress—invaluable in any college wardrobe. You wear it on campus. For a neat look at dinner. For football games. Choose one of these, at least. Choose three or four—they're inexpensive.

Green rabbit's-hair for dinner on campus. Gold-metal buttons parade all down the front. $17.95. Bonwit Teller

Green wool gabardine for an active life...see the full pleats in the well-tailored skirt. $13.95. Best has this

Golden British Heather spun rayon and rabbit's-hair—fit for any class. $19.95 is the cost. From Marshall Field

Grey-green wool jersey for Saturday mornings. Great patch pockets, wine-coloured buttons. Only $7.95. Altman

# LEARN IN

Beige wool for shopping in town. Wonderful with bright accessories, smart with black. $19.95. From Russeks

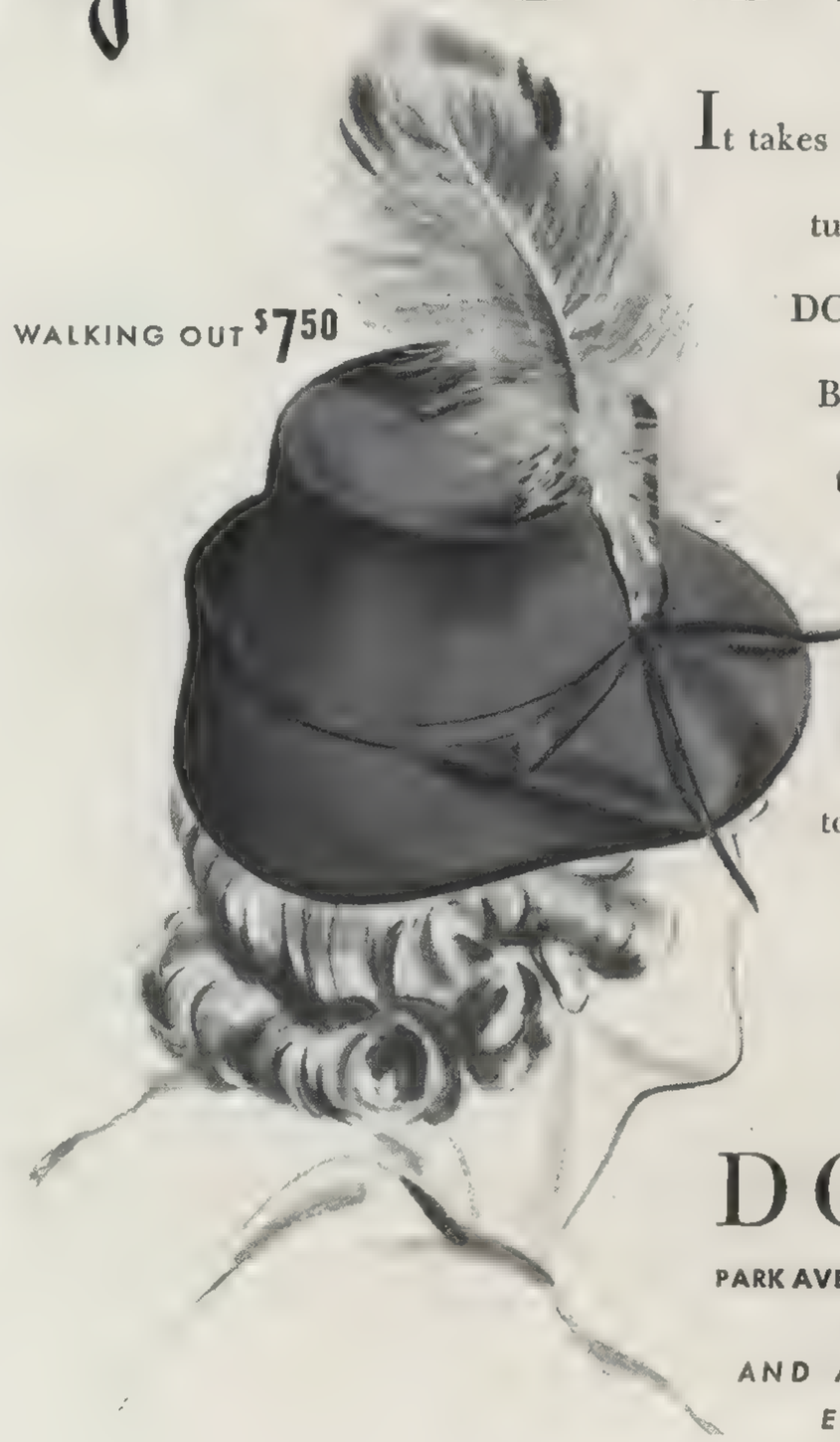
Black, red, green, and blue plaid for the campus. Fresh white collar and cuffs. $10.95. Lord and Taylor

Dark green covert-gabardine to wear to the movies. Long sleeves, neat little pockets. $17.95. From Bonwit Teller

Black Glenplaid for football games. The long red jersey blouse looks like a sweater. $22.95. At Arnold Constable

Turf-brown wool for travel. Horizontal tucks on bodice and slightly flared skirt. A mere $17.95 at Altman

by DOBBS




It takes smart headwork to turn every eye! And DOBBS smart, young Back-to-School hats turn the trick wherever you are! Stunning fall colors ...DOBBS-sized to fit your head.

DOBBS

PARK AVENUE • FIFTH AVENUE
NEW YORK
AND AT FINE STORES EVERYWHERE

Easy going—good-looking—college favorite.
A Senior stand-by, a magic discovery for first
termers. Swings with ease—goes with everything
—hugs your shoulders as only a good coat can.
Stroock Cloud-Drift provides "I'm-wearing-
the-best" contentment. *Blended of
softest camel down, kid mohair and virgin wool
for weightless warmth. Lining of DUCHESS
acetate rayon satin. At your favorite store, or
write to Grossman & Spiegel, Inc.,
512 Seventh Avenue, New York City.

# COLLEGE CLOTHES ARE HERE

**These are the shops throughout America in which you'll find a representative selection of Vogue's college clothes shown on pages 60 through 79. If you have difficulty in finding any single item, write to Vogue's Merchandising Service—at 420 Lexington Avenue, New York.**

ABILENE, TEXAS . . . . . ERNEST GRISSOM, INC.
ALBANY, NEW YORK . . . . . HONIGSBAUM'S, INC.
AMES, IOWA . . . . . TILDEN'S
ANN ARBOR, MICHIGAN . . . . . GOODYEAR'S
ASHEVILLE, NORTH CAROLINA . . . . . JEAN WEST
ATLANTA, GEORGIA . . . . . DAVISON-PAXON COMPANY
AUSTIN, TEXAS . . . . . T. H. WILLIAMS & COMPANY
BALTIMORE, MARYLAND . . . . . O'NEILL & COMPANY
BATON ROUGE, LOUISIANA . . . . . THE DALTON COMPANY
BEAUMONT, TEXAS . . . . . WHITE HOUSE DRY GOODS CO.
BISMARCK, NORTH DAKOTA . . . . . ROSE SHOPS, INC.
BOISE, IDAHO . . . . . C. C. ANDERSON STORES CO.
BOSTON, MASSACHUSETTS . . . . . JAYS
BRIDGEPORT, CONNECTICUT . . . . . THE D. M. READ COMPANY
BUFFALO, NEW YORK . . . . . L. L. BERGER, INC.
CANTON, OHIO . . . . . THE STERN AND MANN COMPANY
CHARLOTTE, NORTH CAROLINA . . . . . J. B. IVEY & COMPANY
CHARLOTTESVILLE, VIRGINIA . . . . . BARBARA ROSSER, COSTUMES
CHATTANOOGA, TENNESSEE . . . . . PICKETT'S
CHICAGO, ILLINOIS . . . . . MARTHA WEATHERED SHOPS
CINCINNATI, OHIO . . . . . MABLEY & CAREW CO.
CLARKSBURG, WEST VIRGINIA . . . . . PARSONS-SOUDERS CO.
COLORADO SPRINGS, COLORADO . . . . . GIDDINGS INC.
COLUMBIA, MISSOURI . . . . . PARKS DRY GOODS CO.
COLUMBUS, OHIO . . . . . MONTALDO'S, INC.
DALLAS, TEXAS . . . . . NEIMAN-MARCUS CO.
DAVENPORT, IOWA . . . . . M. L. PARKER COMPANY
DAYTON, OHIO . . . . . BILLY LEWIS, INC.
DENTON, TEXAS . . . . . H. M. RUSSELL AND SONS CO.
DENVER, COLORADO . . . . . THE DANIELS & FISHER STORES CO.
DETROIT, MICHIGAN . . . . . HIMELHOCH BROTHERS & COMPANY
EASTON, PENNSYLVANIA . . . . . H. B. SIGAL & SONS
EL PASO, TEXAS . . . . . POPULAR DRY GOODS CO., INC.
FARGO, NORTH DAKOTA . . . . . ROSE SHOPS, INC.
FLINT, MICHIGAN . . . . . HERBERT N. BUSH, INC.
FORT WORTH, TEXAS . . . . . THE FAIR
GRAND FORKS, NORTH DAKOTA . . . . . ROSE SHOPS, INC.
GRAND RAPIDS, MICHIGAN . . . . . THE STRAUSS SHOP
GREENSBORO, NORTH CAROLINA . . . . . MEYER'S
GREENVILLE, SOUTH CAROLINA . . . . . MEYERS-ARNOLD
HARRISBURG, PENNSYLVANIA . . . . . MARY SACHS
HARTFORD, CONNECTICUT . . . . . BETTY'S, INC.
HAZLETON, PENNSYLVANIA . . . . . WEARS, INC.
HONOLULU, HAWAII . . . . . M. McINERNY, LTD.
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PITTSBURGH, PENNSYLVANIA . . . . . DAVID, INC.
PORTLAND, OREGON . . . . . MEIER & FRANK COMPANY

## COLLEGE CLOTHES ARE HERE

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| READING, PENNSYLVANIA | POMEROY'S, INC. |
| RICHMOND, VIRGINIA | MILLER & RHOADS |
| ROANOKE, VIRGINIA | S. H. HEIRONIMUS COMPANY, INC. |
| ROCHESTER, NEW YORK | McCURDY & CO. |
| SACRAMENTO, CALIFORNIA | BON MARCHÉ |
| ST. LOUIS, MISSOURI | LOCKHARTS, INC. |
| ST. PAUL, MINNESOTA | FRANK MURPHY |
| SALT LAKE CITY, UTAH | MAKOFF |
| SAN ANTONIO, TEXAS | FROST BROS. |
| SAN FRANCISCO, CALIFORNIA | I. MAGNIN & CO. |
| SCRANTON, PENNSYLVANIA | THE HEINZ STORE |
| SEATTLE, WASHINGTON | I. MAGNIN & CO. |
| SHREVEPORT, LOUISIANA | THE FASHION |
| SOUTH BEND, INDIANA | GEORGE WYMAN & CO. |
| SPOKANE, WASHINGTON | PALACE STORE |
| SPRINGFIELD, ILLINOIS | THE JOHN BRESSMER CO. |
| TACOMA, WASHINGTON | COUZENS |
| TAMPA, FLORIDA | MAAS BROTHERS |
| TOLEDO, OHIO | THE GILLESPIE SHOP |
| TOPEKA, KANSAS | THE CROSBY BROS. CO. |
| TULSA, OKLAHOMA | MISS JACKSON'S SHOP |
| UTICA, NEW YORK | D. PRICE & CO. |
| WASHINGTON, D. C. | FRANK R. JELLEFF, INC. |
| WASHINGTON, PENNSYLVANIA | HAL LEWIS |
| WATERBURY, CONNECTICUT | SUGENHEIMER'S CO., INC. |
| WILKES-BARRE, PENNSYLVANIA | POMEROY'S, INC. |
| WILMINGTON, DELAWARE | BIRD-SPEAKMAN, INC. |
| WINSTON-SALEM, NORTH CAROLINA | IDEAL DRY GOODS CO. |
| WORCESTER, MASSACHUSETTS | ULIAN |
| YOUNGSTOWN, OHIO | LIVINGSTON'S |

## THIS WORLD'S GOODS

(Continued from page 84) and velveteen, velvet and dull broadcloth weaves and a heavyish jersey are all appearing in important clothes. And you'll be glad to know that you can have the same Tebilizing process for velvet that made your summer linens so satisfactory. Camel's-hair has been quietly creeping out of the natural-coloured-polo-coat pigeonhole which it occupied for years and into sophisticated black suits; or, even into a dreamy, dreamy, fawn-coloured evening coat. The raccoon has graduated from Princeton University and has worked its way into a Stroock fabric, Raccoona, by name, which is soft as soft and takes colours nicely, thank you. A fine thing, too. There is practically not a hard-looking material to be found, with the single exception of the gabardine or covert family, which retains its place in collegiate affections.

For your "little day dress," a girl's best friend, you won't want, nor will you find, much excitement in fabrics. In addition to the Roshanara we spoke of, and the jersey clan, there is any number of slightly grainy, or somewhat mossy, or faintly pebbly crêpes—silks, rayons, wools, or combinations of any, or all three. There is also a return of the beautifully fine, simple crêpes which *have* to be good, to be good!

All the jerseys—wools, rayons, acetates, and silks—are important and are used for practically every purpose, from the wool lining of a coat to a wedding-dress. What will probably be one of your favourites all winter is the classic cashmere type of jersey which seems to have been born to make the Chanel-like "little beige dress."

Rabbit's-hair appears in new woollens—not fuzzy, but smooth. Among the really delightful suave materials is Hockanum's Veldoe—you get the idea. It's one of the things you love to touch, and you'll also like to look at it; the colours have a very enticing, almost silvery overtone. See it in chrome-yellow on page 60 of this issue.

Satin for day is at its best in combination with some dull-surfaced material. It looks very important in the evening and is especially of the moment if you choose it in bronze-brown, bronze-green, or midnight-blue.

When you choose a basic colour scheme for autumn, you have three directions in which you may chart your course. First, use your costume as a background and spike it with colour (you'll see a dozen examples of what we mean on pages 86 and 87). Second, choose one single colour—your most becoming colour—and buy everything except your stockings in that one shade. Example: one of those warm chocolate-y browns for your shoes, your suit or coat, your hat and gloves. Any accent of colour might be in either an important pin or your daily boutonnière of fresh flowers. The third possibility is two or more tones in the same colour range. For example: three shades of blue; or beige with bright-brown and black-brown; or rosy plum, rosy beige, and dark rose together.

Fillips to watch for: The new note of white for casual clothes—white caracal coats, white suède jerkins, little white pill-box hats. Pale blue looks irresistible with brown furs. Bronze-coloured broadtail is one of the new elegancies, which, even if you don't own it, may turn your attention to bronze kidskin shoes or bags for dinner.

There is really no excuse for one single unbecoming costume or hat. For there are enough colours and enough smart colours to make your looks, this autumn, really up to you.


FOR *Campus... Career...* AND A CAREFREE LIFE... WEAR *Carter's*

G164 DRAMA NET GIRDLE. (*above*) Shaped panels. Two soft bones support front waistline. Inviz-A-Grip front garters. Nude. Inch sizes 25-31. $5.00.

G122 ANGELENO GIRDLE. (*Left*) Special Carter fabric. Exclusive velvet texture next the skin at waist and around lower edge. Front and back panels. Two soft, flexile bones prevent top from rolling. Talon closure. Nude. Inch sizes 25-31. $3.50.

P211 ANGELENO PANTIE. (*upper left*) Panels front and back. Special new Ovalette crotch of soft Milatuck rayon with snug bracelet of "Lastex" rayon satin. Detachable garters. Nude. Inch sizes 25-31. $4.

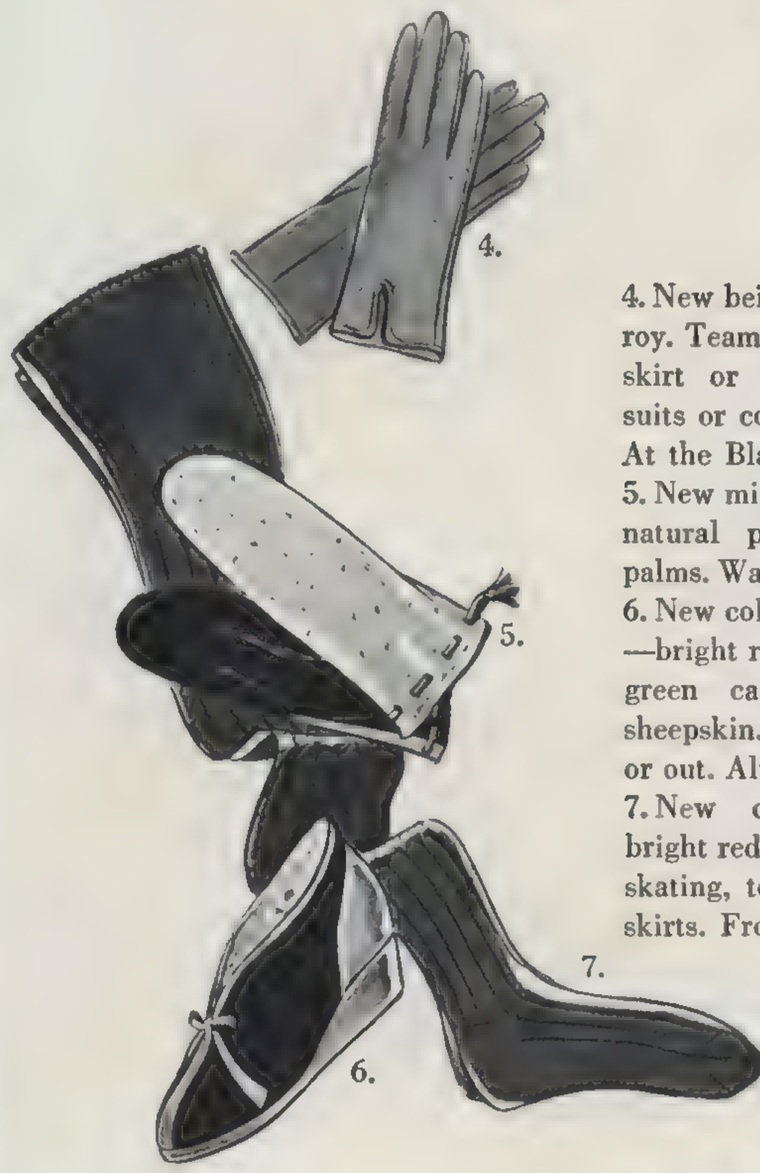
Whether the months ahead will be mostly social or otherwise . . . be sure you have no lolling lines to spoil your classroom classics or your datingest glamour gown! Carter's will give you sleek freedom to make you feel sprightly . . . and lithe control to make you svelte, slim and supple. There's no age limit to Carter's—all you need is a reasonably youthful figure to start with and Carter will take care of the problems. Girdles, Pantie-girdles and Completes by Carter are at better stores everywhere. In weights, styles, fabrics galore. From $1.00 to $15.

*Carter's* FOUNDATIONS

THE WILLIAM CARTER CO., NEW YORK, CHICAGO, SAN FRANCISCO
HOME EXECUTIVE OFFICES: NEEDHAM HEIGHTS, MASSACHUSETTS

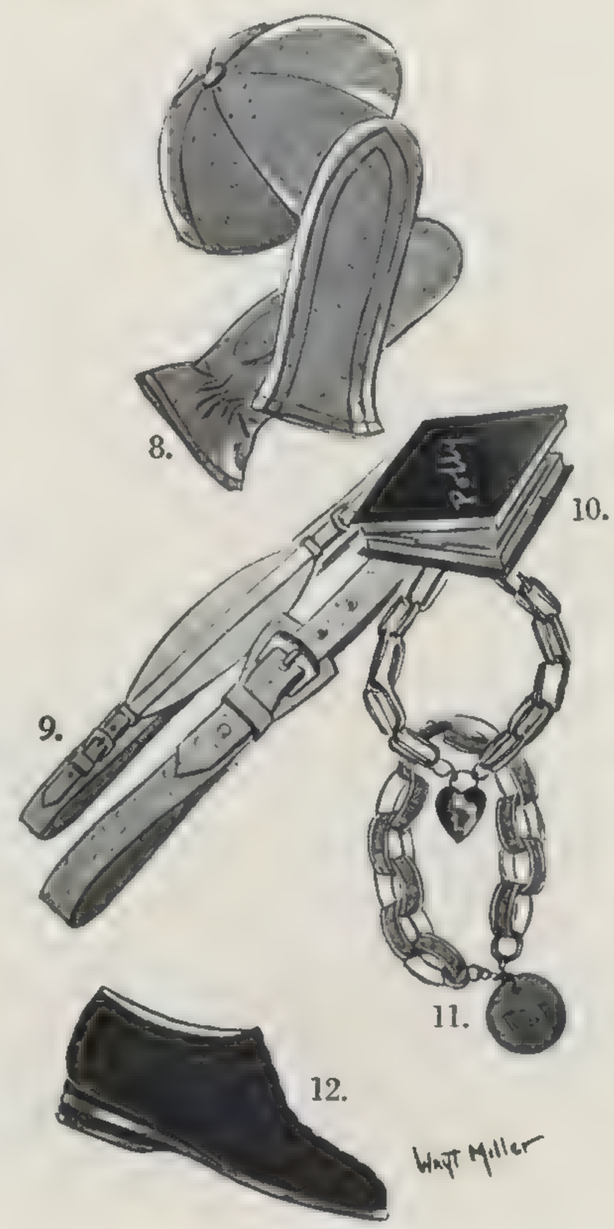
# NEW VERSIONS OF OLD FRIENDS

1. New (fake) pearl beads—three strands caught at the side. For your simple little black dress. Marvella beads at Macy's
2. New black suède bag—a soft pouch fastened with a sliding gold-metal ring, like a money-bag. Shur-tite design. Altman
3. New slip-on gloves—buff-coloured suèded pigskin. Wear them with practically any tailored costume. Lord and Taylor




4. New beige gloves—of corduroy. Team them with corduroy skirt or jacket, with tweed suits or coats. By Merry Hull. At the Blackton Shops
5. New mittens for campus—of natural pigskin; brown kid palms. Wanamaker
6. New cold-weather play shoes—bright red felt trimmed with green capeskin, lined with sheepskin. Wear them indoors or out. Altman
7. New campus stockings—bright red wool. Wonderful for skating, too, with knee-length skirts. From Lord and Taylor

8. New mittens and skull-cap—of pecan-coloured pigtex leather. Lots of fun for ski week-ends. Both by Fownes. At Franklin Simon
9. New sports belts. First: double-buckled belt of natural cowhide. Second: Natural pigskin belt—nice with skirts. Criterion belts at Altman
10. New compact—of sun-tan-coloured saddle-leather, on which you write your name. By Evans Case. Bonwit Teller
11. New bracelets. First: two-tone gold-metal links with a heart-shaped lock. Castlecliff bracelet at Lord and Taylor. Second: Hazel-coloured pigskin bracelet with a tag for your initials. Good with sports dresses. This is from Saks-Fifth Avenue
12. New lounging slipper. Shirred black velvet on a red platform sole. A Hi-Larks slipper. Bonwit Teller has it



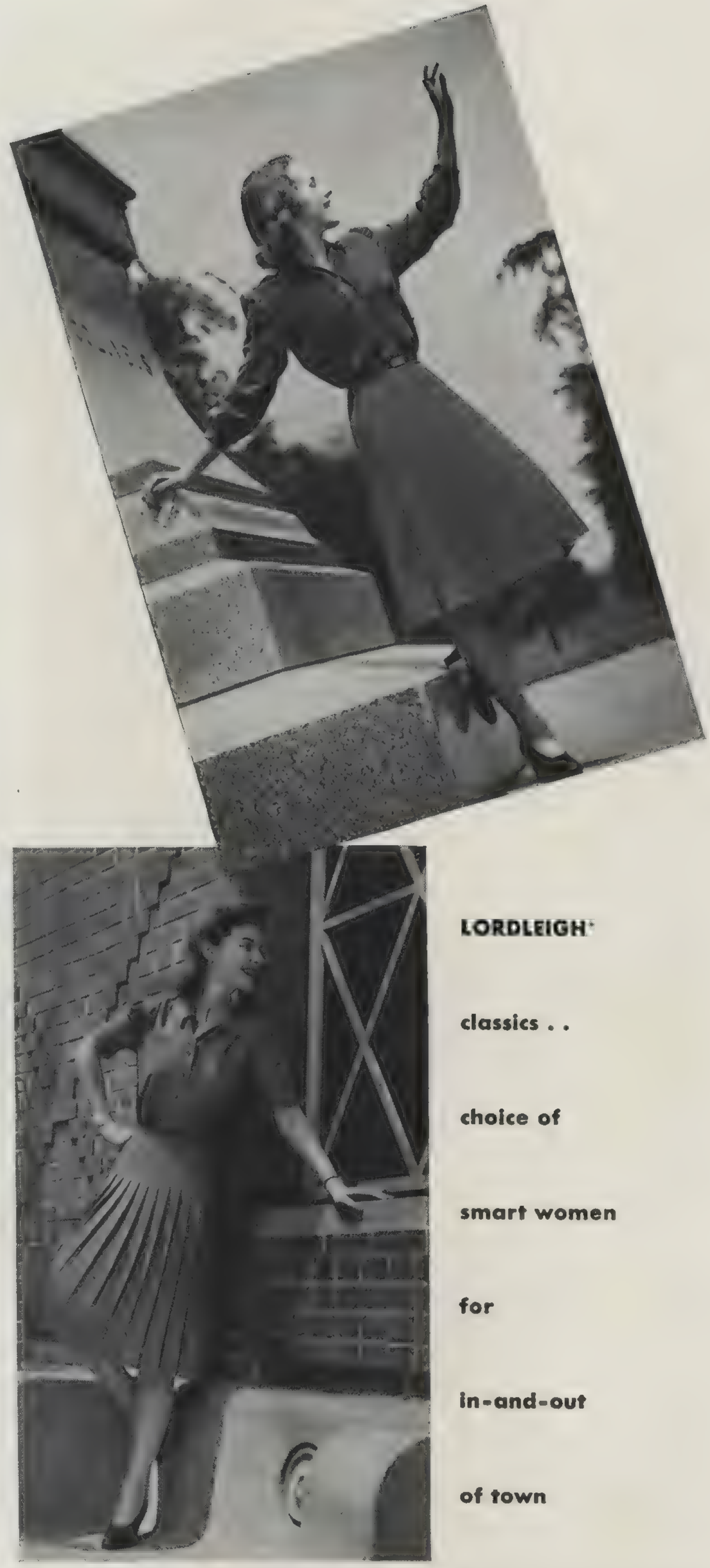
# BEIGE BAND WAGON

Classic as your mother's Peter Thompson was—a beige shirt-waist dress. This one, of nearly oyster-coloured wool herring-bone. $14.95. Altman

Beige in town—with dark, dark brown (with black, too). Oatmeal tweed coat, bloused top. $29.95. Brown hat. $15. Both are from Bonwit Teller

PERUTZ

With your plaids—for that "County" look—a long, fitted camel's-hair jacket, $19.95. Camel's-hair pill-box, $6. Both at Saks-Fifth Avenue



**LORDLEIGH***

**classics . . choice of smart women for in-and-out of town**

Perennially smart and desirable . . these splendidly tailored sports dresses that every woman wants for city and country.

SHUTTER PLEATS (lower figure) Beautiful skirt, full and free, favorite shirtdress top. Crisp rayon crepe in clay, green, brown, or clear blue. Sizes 12-20. 14.95

CHEVRON TUCKS (upper figure) Pin-tucked bosom, flattering ten-gore skirt. Rayon crepe in tan, red, green, blue, or black. Sizes 14-40. 14.95. Exclusive in New York with the Sports Shop, *Reg. U. S. Pat. Off.

**LORD & TAYLOR** . . Fifth Avenue

MARSHALL FIELD & CO., Chicago
J. L. HUDSON CO., Detroit
BULLOCK'S-WILSHIRE, Los Angeles
CAROLYN KELSEY, Inc., San Francisco, Palo Alto

If not available in your city, write . . Lord's Sportwear, 498 Seventh Avenue, New York

THESE ENCHANTING NEW

Back to School

ORIGINALS BY

Carole King

*Left:* "BUNNY HOP"—Ideal for date time. Checked rayon velveteen with a bias cut skirt and three quarter length sleeves. In Black and Chicory Brown. Sizes 11 to 15. . . . . About $11.00

*Right:* "BUCKAROO"—A fine wale corduroy with generously flared skirt that will delight every Junior Miss. Its concealed zipper, large square pockets and buckles make it rate A. In Navajo, Teal, All American Blue. Sizes 11 to 15. . . . . About $8.00

Only One Store in a City Features Carole Kings!

CAROLE KING . . . FOREST CITY BUILDING . . . ST. LOUIS, MO.


## "UNDER TWENTY" FASHIONS

The following is a list of shops throughout the country that have the fashions on pages 106-107.

ABILENE, Texas
Ernest Grissom, Inc.

AMES, Iowa
Tilden's

ANN ARBOR, Michigan
Goodyear's

BALTIMORE, Maryland
Hutzler Brothers Co.

BARTLESVILLE, Oklahoma
Montaldo's, Inc.

BOSTON, Massachusetts
Jays

CHARLOTTE, North Carolina
Montaldo's, Inc.

CINCINNATI, Ohio
Mabley & Carew Co.

CLEVELAND, Ohio
Halle Bros. Co.

COLUMBUS, Ohio
Montaldo's, Inc.

DENVER, Colorado
Montaldo's, Inc.

DETROIT, Michigan
The J. L. Hudson Company

GREENSBORO, North Carolina
Montaldo's, Inc.

HAZLETON, Pennsylvania
Wears, Inc.

HELENA, Montana
Fligelman's

HUTCHINSON, Kansas
The Wiley Dry Goods Co.

LANCASTER, Pennsylvania
Hager & Bro., Inc.

LITTLE ROCK, Arkansas
The M. M. Cohn Company

LYNCHBURG, Virginia
Guggenheimer's

MONTREAL, Canada
Robert Simpson Company, Ltd.

NEW ORLEANS, Louisiana
D. H. Holmes Company, Ltd.

NORFOLK, Virginia
The House of Arther Morris

RICHMOND, Virginia
Montaldo's, Inc.

ST. LOUIS, Missouri
Scruggs-Vandervoort-Barney, Inc.

ST. PAUL, Minnesota
Field-Schlick, Inc.

SALT LAKE CITY, Utah
Zion's Co-operative Mercantile Institute

SAN FRANCISCO, California
The White House

SCHENECTADY, New York
H. S. Barney Company

SCRANTON, Pennsylvania
The Heinz Store

SEATTLE, Washington
Frederick & Nelson

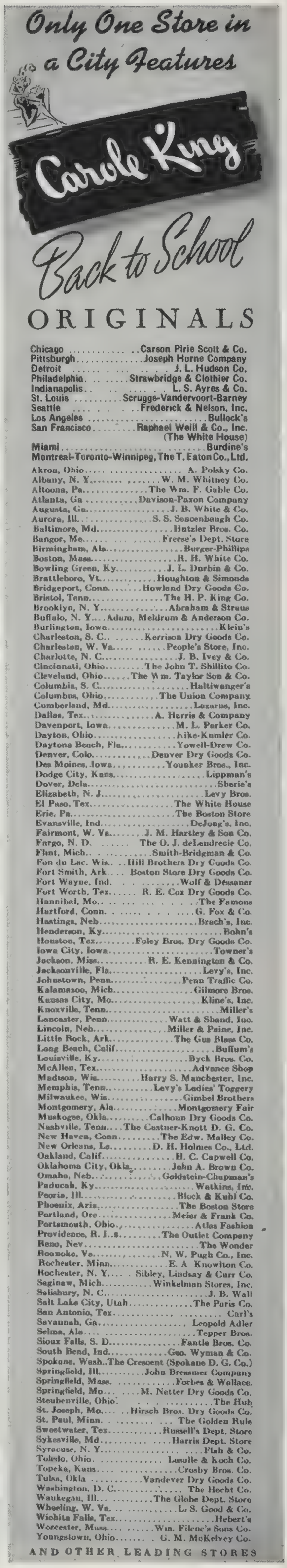
WASHINGTON, Pennsylvania
Hal Lewis

WATERBURY, Connecticut
Forester, Incorporated

WILMINGTON, Delaware
Bird-Speakman, Inc.

WINSTON-SALEM, North Carolina
Montaldo's, Inc.


Only One Store in a City Features




ORIGINALS

Chicago . . . . . Carson Pirie Scott & Co.
Pittsburgh . . . . . Joseph Horne Company
Detroit . . . . . J. L. Hudson Co.
Philadelphia . . . . . Strawbridge & Clothier Co.
Indianapolis . . . . . L. S. Ayres & Co.
St. Louis . . . . . Scrugge-Vandervoort-Barney
Seattle . . . . . Frederick & Nelson, Inc.
Los Angeles . . . . . Bullock's
San Francisco . . . . . Raphael Weill & Co., Inc. (The White House)
Miami . . . . . Burdine's
Montreal-Toronto-Winnipeg, The T. Eaton Co., Ltd.
Akron, Ohio . . . . . A. Polsky Co.
Albany, N. Y. . . . . W. M. Whitney Co.
Altoona, Pa. . . . . The Wm. F. Guble Co.
Atlanta, Ga . . . . . Davison-Paxon Company
Augusta, Ga. . . . . J. B. White & Co.
Aurora, Ill. . . . . S. S. Sencenbaugh Co.
Baltimore, Md. . . . . Hutzler Bros. Co.
Bangor, Me. . . . . Freese's Dept. Store
Birmingham, Ala. . . . . Burger-Phillips
Boston, Mass. . . . . R. H. White Co.
Bowling Green, Ky. . . . . J. L. Durbin & Co.
Brattleboro, Vt. . . . . Houghton & Simonds
Bridgeport, Conn. . . . . Howland Dry Goods Co.
Bristol, Tenn. . . . . The H. P. King Co.
Brooklyn, N. Y. . . . . Abraham & Straus
Buffalo, N. Y. . . . Adam, Meldrum & Anderson Co.
Burlington, Iowa . . . . . Klein's
Charleston, S. C. . . . . Kerrison Dry Goods Co.
Charleston, W. Va. . . . . People's Store, Inc.
Charlotte, N. C. . . . . J. B. Ivey & Co.
Cincinnati, Ohio . . . . . The John T. Shillito Co.
Cleveland, Ohio . . . . . The Wm. Taylor Son & Co.
Columbia, S. C. . . . . Haltiwanger's
Columbus, Ohio . . . . . The Union Company
Cumberland, Md. . . . . Lazarus, Inc.
Dallas, Tex. . . . . A. Harris & Company
Davenport, Iowa . . . . . M. L. Parker Co.
Dayton, Ohio . . . . . Rike-Kumler Co.
Daytona Beach, Fla. . . . . Yowell-Drew Co.
Denver, Colo. . . . . Denver Dry Goods Co.
Des Moines, Iowa . . . . . Younker Bros., Inc.
Dodge City, Kans. . . . . Lippman's
Dover, Dela. . . . . Sherie's
Elizabeth, N. J. . . . . Levy Bros.
El Paso, Tex. . . . . The White House
Erie, Pa. . . . . The Boston Store
Evansville, Ind. . . . . DeJong's, Inc.
Fairmont, W. Va. . . . . J. M. Hartley & Son Co.
Fargo, N. D. . . . . The O. J. deLendrecie Co.
Flint, Mich. . . . . Smith-Bridgman & Co.
Fon du Lac, Wis. . . . Hill Brothers Dry Goods Co.
Fort Smith, Ark. . . . Boston Store Dry Goods Co.
Fort Wayne, Ind. . . . . Wolf & Dessauer
Fort Worth, Tex. . . . . R. E. Cox Dry Goods Co.
Hannibal, Mo. . . . . The Famous
Hartford, Conn. . . . . G. Fox & Co.
Hastings, Neb. . . . . Brach's, Inc.
Henderson, Ky. . . . . Bohn's
Houston, Tex. . . . . Foley Bros. Dry Goods Co.
Iowa City, Iowa . . . . . Towner's
Jackson, Miss. . . . . R. E. Kennington & Co.
Jacksonville, Fla. . . . . Levy's, Inc.
Johnstown, Penn. . . . . Penn Traffic Co.
Kalamazoo, Mich. . . . . Gilmore Bros.
Kansas City, Mo. . . . . Kline's, Inc.
Knoxville, Tenn. . . . . Miller's
Lancaster, Penn. . . . . Watt & Shand, Inc.
Lincoln, Neb. . . . . Miller & Paine, Inc.
Little Rock, Ark. . . . . The Gus Blass Co.
Long Beach, Calif. . . . . Buffum's
Louisville, Ky. . . . . Byck Bros. Co.
McAllen, Tex. . . . . Advance Shop
Madison, Wis. . . . . Harry S. Manchester, Inc.
Memphis, Tenn. . . . . Levy's Ladies' Toggery
Milwaukee, Wis. . . . . Gimbel Brothers
Montgomery, Ala. . . . . Montgomery Fair
Muskogee, Okla. . . . . Calhoun Dry Goods Co.
Nashville, Tenn. . . . The Castner-Knott D. G. Co.
New Haven, Conn. . . . . The Edw. Malley Co.
New Orleans, La. . . . . D. H. Holmes Co., Ltd.
Oakland, Calif. . . . . H. C. Capwell Co.
Oklahoma City, Okla. . . . . John A. Brown Co.
Omaha, Neb. . . . . Goldstein-Chapman's
Paducah, Ky. . . . . Watkins, Inc.
Peoria, Ill. . . . . Block & Kuhl Co.
Phoenix, Ariz. . . . . The Boston Store
Portland, Ore. . . . . Meier & Frank Co.
Portsmouth, Ohio . . . . . Atlas Fashion
Providence, R. I. . . . . The Outlet Company
Reno, Nev. . . . . The Wonder
Roanoke, Va. . . . . N. W. Pugh Co., Inc.
Rochester, Minn. . . . . E. A. Knowlton Co.
Rochester, N. Y. . . . . Sibley, Lindsay & Curr Co.
Saginaw, Mich. . . . . Winkelman Stores, Inc.
Salisbury, N. C. . . . . J. B. Wall
Salt Lake City, Utah . . . . . The Paris Co.
San Antonio, Tex. . . . . Carl's
Savannah, Ga. . . . . Leopold Adler
Selma, Ala. . . . . Tepper Bros.
Sioux Falls, S. D. . . . . Fantle Bros. Co.
South Bend, Ind. . . . . Geo. Wyman & Co.
Spokane, Wash. . The Crescent (Spokane D. G. Co.)
Springfield, Ill. . . . . John Bressmer Company
Springfield, Mass. . . . . Forbes & Wallace.
Springfield, Mo. . . . . M. Netter Dry Goods Co.
Steubenville, Ohio . . . . . The Hub
St. Joseph, Mo. . . . . Hirsch Bros. Dry Goods Co.
St. Paul, Minn. . . . . The Golden Rule
Sweetwater, Tex. . . . . Russell's Dept. Store
Sykesville, Md. . . . . Harris Dept. Store
Syracuse, N. Y. . . . . Flah & Co.
Toledo, Ohio . . . . . Lasalle & Koch Co.
Topeka, Kans. . . . . Crosby Bros. Co.
Tulsa, Okla . . . . . Vandever Dry Goods Co.
Washington, D. C. . . . . The Hecht Co.
Waukegan, Ill. . . . . The Globe Dept. Store
Wheeling, W. Va. . . . . L. S. Good & Co.
Wichita Falls, Tex. . . . . Hebert's
Worcester, Mass. . . . . Wm. Filene's Sons Co.
Youngstown, Ohio . . . . . G. M. McKelvey Co.

AND OTHER LEADING STORES

# COLLEGE COVERAGE

'Way, 'way down tweed jacket —with a boxy look, a fly-front. Kick-pleated skirt, a red jersey shirt. All for $29.95. At Altman

Sheepskin-like on one side, green flannel on the other—this reversible coat with detachable hood. $29.95. At McCreery

Neat little mink collar on this black wool coat—practically a classic for your dress-up daytime events. $45. At McCreery

Green wool coat with beaver cuffs on the bishop sleeves, beaver scarf-collar. $65. From Altman's Young Colony Shop

**Braemar's Scottie-Bound Cardigan**
**The Big Campus News For Fall!**

The brightest idea in sweater-making you've seen in many a moon—our exclusive Scottie-bound cardigan from Scotland! It's Braemar's best-loved campus Shetland, frivolously be-ribboned with eye-taking Scotch terriers. Blue, maize, red, natural, white—all with matching ribbon, and decor in black and white. $14. Matching skirt, $14.95.

Peck & Peck

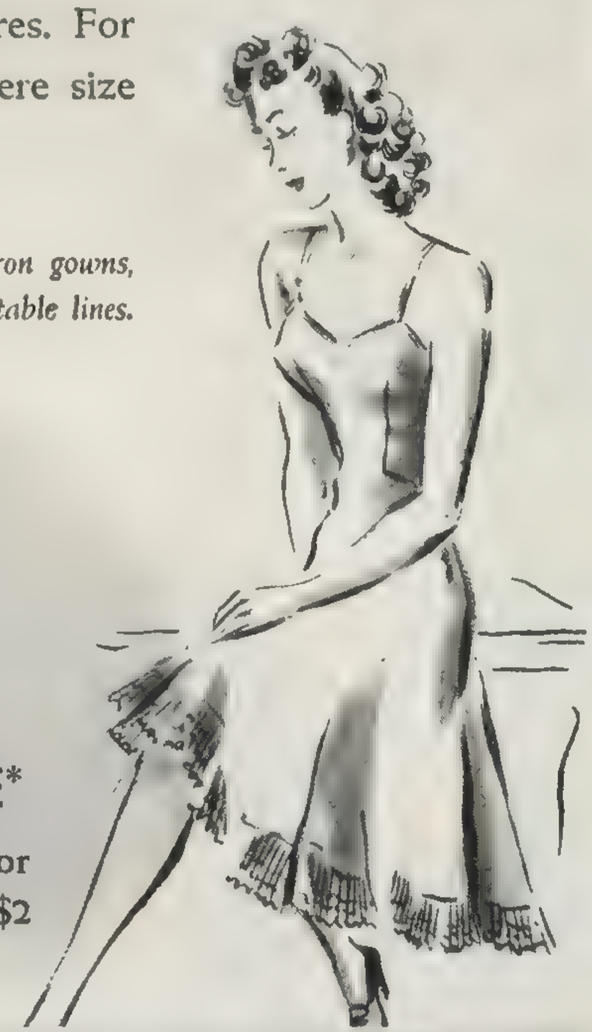
NEW YORK • BOSTON • CHICAGO • CLEVELAND • DETROIT • HARTFORD
MILWAUKEE • MINNEAPOLIS • PROVIDENCE • PHILADELPHIA • ST. LOUIS

From the prize-winning letter of Mrs. B. P. of Lititz, Pa.

## It was a slip up all right . . .

that exposed the knees of B. P. to the parents of her future husband! It all turned out all right because by now she's switched to Mary Barron. It is entirely new and different in cut.† Won't ride up. Won't twist. Won't pull. Lace-trimmed and tailored styles. About $2 and $3 at leading stores. For perfect fit, mention brassiere size and height.

• *Ask to see the new Mary Barron gowns, made on the same flattering, comfortable lines.*



New for Fall!
*"Blend"* tones in
*Celanese**
RAYON CLAIRANESE*
taffeta that doesn't split or crack, stays crisp. About $2

**Lord & Taylor** NEW YORK

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| CHICAGO | *Mandel Brothers* | PHILADELPHIA | *The Blum Store* |
| ATLANTA | *Rich's, Inc.* | PITTSBURGH | *Jos. Horne & Co.* |
| BOSTON | *Jordan Marsh Co.* | PORTLAND, ORE. | *Meier & Frank Co.* |
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| CLEVELAND | *The Higbee Company* | SAN FRANCISCO | *The White House* |
| DETROIT | *The Ernst Kern Co.* | SEATTLE | *Bon Marché* |
| MEMPHIS | *B. Lowenstein & Bro.* | WASHINGTON, D. C. | *Jelleff's* |

★ AND AT OTHER GOOD STORES EVERYWHERE

WIN $50 *for your most embarrassing slip moment if we use it in our advertising. Send to Mary Barron, c/o The Davidson Brothers Corp., 105 Madison Ave., N. Y. C. (expires December 31st, 1940)*

†U. S. Patent No. 2102063 *Reg. U. S. Pat. Off.


# UNDERFOOT AT COLLEGE

**For country or campus, these are the shoes!**

WE couldn't persuade you to give up your beloved brown-and-white saddle Oxfords for campus wear if we wanted to. We don't. But there *are* alternatives, you know, and here are ten of them to prove it. This year's college seniors told us what else you'll need.... So on the opposite page are ten more ideas for you to choose from.

1. Brown reversed calf Oxford, side-tied, with green bellows tongue. From Wilbar's in Boston
2. Look hard at the new hexagonal heel on this Oxford of brown reversed calf, with a green platform and laces, Du-Flex sole. Rasmussen Shoe at Altman's
3. This one is a smoothie—neat and seamless. A wedge Oxford of brown reversed calf. Stetson Shoe at Lord and Taylor
4. Another seamless Oxford of brown reversed calf. Du-Flex sole. Sandler; at Macy's
5. Strong and sturdy as the mountain men it's named for—a ghillie of black alligator-calf—walled toe. Tarsal Tred Shoe

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

6. Above: Classic tongued Oxford—with a welt sole, leather heel. Brown reversed calf. Arnold Authentic Shoe at Best
7. Right, top: Another ghillie, this time of wine-coloured reversed calf. Alligator-calf trimmed. Leather heel. Shoecraft
8. This Oxford has a heel-lift under its wedge, a welt sole. Bright brown reversed calf, wedged in smooth calf and trimmed in it, too. Red Cross Shoe
9. There'll be no time wasted on the corset-hook closings of this black reversed calf Oxford. Scuffless Pyraheel. Collegebred
10. Fleet-looking as the Indians who thought them up—wonderfully oily moccasins of caramel-coloured calfskin that is water-resistant. From Frank Brothers

# THE 1940 CAMPUS

## Shoes for your week-end suit or your wool dress

1. To step up your accessory speed, when you dress up for a day in town—step-in of wine-brown suède (new accessory shade). From J. and J. Slater
2. A comfortable low heel that slims your ankles, on a black suède Oxford that'll go week-ending with you everywhere. A Naturalizer Shoe. Franklin Simon
3. Decorative enough for afternoons, sturdy enough for city streets, a black suède tied shoe on a wine-red platform. DeLiso Deb. Bonwit Teller
4. The moccasin influence in a street Oxford of black reversed calf—right-as-rain to wear with your suit to the football stadium. Perforated around the vamp. A Foot-Rest Shoe
5. A foot-minimizer, especially flattering to a wide foot because of its trimly fitted vamp. Step-in of black suède with "Lastex," with Pyraheel. Bloomingdale's

6. Top, right: Another step-in to go in your week-end bag—neat as a pin. With tractor heel. Light brown calf with a hand-stained finish. Florsheim
7. A shipshape navy-blue suède Oxford that'll really go to town. Outlined with red glove-stitching, it has a pyramid heel, a square, determined little toe. Florsheim
8. A step-in that has an eighteenth-century look, with its low, square heel, high-riding front. Black suède and alligator calf. From Shoecraft
9. Calfskin, with a boot-wax finish, a neat welt sole, for a step-in with a walled toe, built-up leather heel, a flap-over tongue. A Nettleton Shoe
10. A tireless little street shoe of stitched black suède. Strap over instep particularly favours long, triple-A feet. Avonette Shoe. At Saks-Fifth Avenue

**Arlingcrest** *Sheer Worsted Crepe*

● Just the simple fashion-right dress you need for fall plans. Crisply tailored with long slenderizing lines, five-eighth sleeve, jewelry neckline for accessory changes. The sheer worsted crepe is 100% Naphthalated wool (virgin fleece cleansed by naphtha). Cadet Blue, Grape, Mesa Green, Dixie Clay, Black. Sizes: 14-44. Price 10.95 Arlington Mills, Lawrence, Mass. . . . . .

See this and other NELLY DON fashions bearing illustrated tag at

New York City.....James McCreery & Co.
Asheville, N. C.....The Bon Marche, Inc.
Baton Rouge..The Dalton Company, Inc.
Charleston, S. C.....Kerrison's
Chicago.....Carson Pirie Scott & Co.
Cincinnati.....Mabley & Carew
Dallas.....Titche-Goettinger Co.
Dayton.....The Rike-Kumler Company
Detroit.....Frost Bros.
Detroit.....The J. L. Hudson Co.
Indianapolis.....L. S. Ayres & Co.
Kansas City, Mo.....
.....Emery, Bird, Thayer D. G. Co.
Little Rock.....Gus Blass Co.
Los Angeles.....Bullock's
Milwaukee, Smartwear-Emma Lange, Inc.
Oklahoma City.....Halliburton's
Omaha.....Herzberg's, Inc.
Phoenix.....Goldwater's
Portland, Ore...Meier & Frank Company
St. Louis.....Stix, Baer & Fuller Co.
San Francisco.....The White House
Syracuse.....C. E. Chappell & Sons, Inc.
Toledo.....LaSalle & Koch Co.
Tucson.....Jacome's
Washington, D. C.....Frank R. Jelleff, Inc.

and 1800 other leading stores throughout the country.

HERE'S *Ranee* . . . YOUR NEW ROOM-MATE

At all leading shoe stores and departments. Look for the name on the sole

ASK to see this new Daniel Green, the RANEE, when you are fitting out for Fall. It's just the sort of slipper you've been looking for to share your life. . . . Distinguished in design. Practical in use. And perfect-fitting because all Daniel Greens are made that way. DANIEL GREEN COMPANY, Dolgeville, New York.

DANIEL GREEN
*Comfy* SLIPPERS

UNMISTAKABLY, A
*Cavalier** ORIGINAL

*Restraint and young simplicity so truly Cavalier, foretell delightful compliments for you. Vivid stripings, mysteriously achieved by modern chemistry, enhance its glowing beauty. A triumph in fur craftsmanship for the discriminating.*

*Reg. U. S. Pat. Off.

SEYMOUR S. GREAN, INC. • 231 West 29th St., New York


# LEISURE CLASS OF 1940

New short house-coat in spun rayon that answers the "don't let me be late for breakfast" plea. Designed as a dress to "get by" in the dining-room, and Talon-fastened from throat to hem. $10.95. At Saks-Fifth Avenue

Wine-red brushed rayon in an after-dinner house-coat, Saybury design. Zipper from top to toe. Fitted through the waist and flared into a luxurious skirt. You won't be able to resist it; $6.50. Franklin Simon

You'll feel fresh as a flower-garden in this quilted white cotton house-coat, spattered with china-blue flowers. It has a wonderful overlapping skirt that stays around you. Lots of charm. $6.50. From Saks-Fifth Avenue

Tailored as a suit. A soft, double-breasted plaid wool robe with wide revers and floor-sweeping skirt. Perfect for the snow-bound student who likes to study and lounge in warm, becoming comfort. $19.95. Bonwit Teller

# "LADYES LET US MUSIK MAKE"

BY MARY MOON

**First prize winner in Vogue's Fifth Prix de Paris**

PERHAPS the golden echoes of richer-than-blood velvet draped magnificently over farthingales, perhaps the nostalgia for velvet lawns and the soft whine of a lute creeping through an oriel window have stirred the imaginations of the chromium-plated twentieth century. Or is it that we again wish not only to listen to music, but also to have some part in its creation? Time was when the more intellectual gave pointedly restricted "Elizabethan" evenings, which raised the hey-nonny-nonny to a high point in English literature. The delicate virginal and the more aggressive chest of viols entered their bid for a firm, scholarly discussion, and every one went home enlightened, and breathing a rarified air.

Now like a spreading crack in the hallowed pavement of sixteenth-century music, ever-growing numbers are beginning to discover the fun and beauty in this period, so rich in music.

COMPLACENCY FROM MADRIGALS

The complacency that comes with the correct completion of a six-part madrigal is beginning to inspire many former barber-shop choral societies. In place of excerpts from the choruses of Gilbert and Sullivan, we are now hearing "The Silver Swan" or "Orion Is Like the Sun." Once the initial step to learning these has been taken, it is soon discovered that their words, often tragic, often rowdy, but always charming, remove any feelings of academic research.

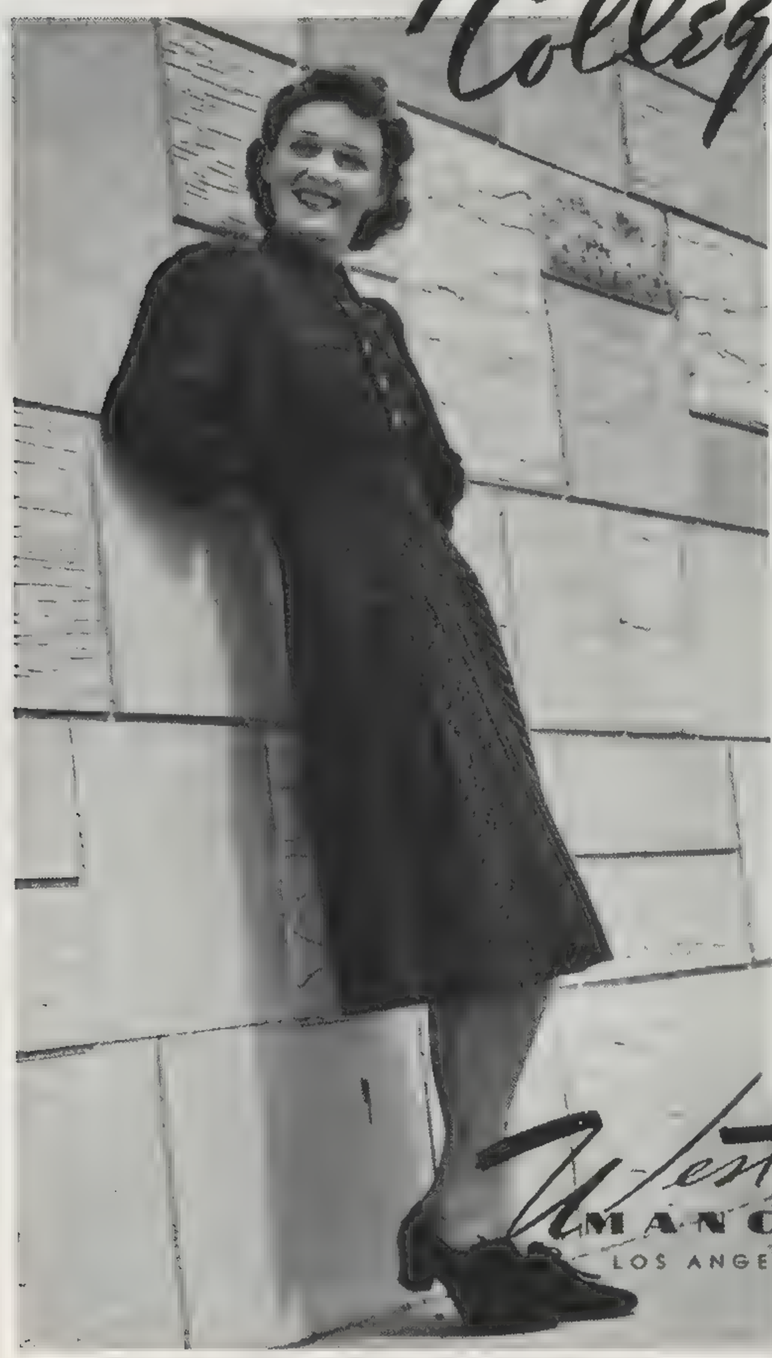
RECORDERS, LUTES, AND VIRGINALS

In the search for new songs and rounds, the convert finds himself rubbing edges with rules for recorders, viols, or virginals. Whether he knows it or not, he has now been converted to the instruments, as well as to the music.

The virginal, he finds, is the small, pert progenitor of our piano, very difficult to keep in tune, but an asset to any drawing-room. The sweetly acid music written for this most intimate of instruments lends great élan to its mastery. Even the titles convey a delightful air—"Giles Farnaby, His Toy, and His Dream," "The Owl and the Nightingale."

Further exploration of these instruments will give the less talented musician hope, for he finds the recorder is both inexpensive and simple to play. The *Encyclopædia Britannica* defines the recorder as an obsolete vertical flute of the flageolet or block-flöte family. Eugenically (Continued on page 138)

MATLETEX* Goes to College!



ONLY FROM CALIFORNIA... sportswear, lounging slacks... even formal wear...styled with Matletex, the figure-flattering fabric treatment that assures a magic fit. Illustrated, and perfect for any campus, classic two-piece sports dress: Superbly tailored shirt, snug Matletex-gored skirt of silk suede jersey...moss with brown, red with black, peacock with ruby. Small, medium and large. Under $15.00 complete, also available separately.

*For additional information about Matletex fashions, and stores where they are featured, write*

West Coast MANCHESTER
LOS ANGELES, CALIFORNIA

*Reg. U.S. Pat. Off.

BLOUSE OF THE MONTH *

by Debwin

$3.50

AT LEADING RETAILERS

"Prom Girl."
The first of the fall season's Blouse-of-the-Month! The all-important bobby collar, stitched pleated front, tiny tucks, and twin buttons—feminine touches in a blouse of tailored perfection. Fine rayon crepe in new fall shades.

*REG. U. S. PAT. OFF.

MARKAY WAIST HOUSE 525 Seventh Avenue New York

# "LADYES LET US MUSIK MAKE"

(Continued from page 137) this is quite correct. But obsolete? No! There was a day this autumn when the sacred doors of Schirmer's had to close against any one who sought to buy this "obsolete flute," for they were sold out, so great was the demand.

This ascetic wooden pipe, bare of all metal stops or thingumabobs, has the added charm of its remote, romantic creation.

The recorder has always been fairly well known in England, and there are many firms there to supply you, but, to the true recorder-lover, there is but one name, "Dolmetsch." This remarkable family has been in the business of making Elizabethan instruments almost as long as the instruments have existed. Grandfather Dolmetsch, looking like an Old Testament prophet, is of an incalculable antiquity. Somewhere in the 'Nineties is the usual age given him. And like a patriarch of old, he is surrounded by numerous offspring, all talented, all craftsmen.

### THE DOLMETSCH FAMILY

It is said by the people living near the Dolmetsch family, that no property in the neighbourhood is safe from their search for this and that wood. It seems that a virginal has to be made from a seasoned and tuneful wood, preferably a plank sounding G or C. So, if there is an old oak door on your ancestral home, it is certain to be bought from you by coercion, or, failing that, to be wheedled from you and replaced by one less venerable. Arboriculture, too, is fast becoming a dying art in these parts, since young cherry and pear are the *ligna dilecta* of the Dolmetsch recorder-maker. Carefully turned, lovingly polished, and, in special instances, ivory-inlaid, these flutes are a joy to their owners, who keep them well oiled with an exotic mixture of lemon-oil and a secret formula, and hidden from the atmosphere in a woollen sack.

### FAIRY PIPES IN USE

In happier times, you might have bought an Adler recorder of German make, an inexpensive, excellent pipe; or a Meister, for absolute perfection in recorders. The latter are very costly, and very beautiful, both visually and tonally. They are, as their name implies, master instruments. Often made of ivory-like pear, and so well oiled they are translucent, they seem fairy pipes.

The lovely recorders are used to their greatest potentiality, incidentally, by the Trapp Family Choir. The family is in itself a completely fascinating study. Theirs is one of the oldest names in the *Almanac de Gotha*, and for years

Palominos

CASUAL COOL-EES in our favorite new leather . . . Palomino . . . smooth, supple, washable . . . and of the same golden tan as California's proudest horses. Plain, or with contrasting calf trim in fine autumnal shades. A new last, too; square-toed and chunky. We've illustrated "Chaps" and the 9½ x 11 in. "Chaps" bag. You'll find them, and other good Palominos, at better stores everywhere. "Chaps" around $6.00 a pair; Bag, around $4.00.

By joyce PASADENA, CALIFORNIA

ready for rushing

To bask in masculine admiration, wear this new Mayflower college classic. Fine all wool heather jersey with contrasting cord-braid belt. Soft heather shades, of tan, oxford, blue, natural, rose, aqua. Sizes 12 to 20.

$7.98

ALWAYS FIRST Mayflower

Leading stores feature Mayflower, or write MAYFLOWER • 1350 Broadway, N. Y.

# "LADYES LET US MUSIK MAKE"

this talented group, led by Doktor Wasner, practised their art unknown to the outside world. Then, with the *Anschluss*, the Baron and Baroness von Trapp and nine children emerged from their castle in Salzburg, and sang and played for the whole world.

They are now a familiar sight to American concert audiences, with the five oldest girls dressed in identical dirndls, their sleek brown braids hidden under tight velvet baby bonnets, following a majestic mama in embossed black silk. The two grown sons and the wind-worn father, in their faintly romantic, snug, black Austrian suits, are often seen in the midst of tailed-and-shirted men.

Baron von Trapp is an ex-naval officer, and it is now rumoured that this remarkable dozen—a new baby son has arrived to keep the two smaller daughters company—plan to sail a square-rigger through the Panama Canal this summer en route to a concert tour in the West. The picture of a native rhumba interrupted by a quiet "*Laus Domini*" floating through the rigging of a sailing ship is completely enchanting and startling.

RECORDERS FROM NEW ENGLAND

American recorders come mostly from the big house of Koch, in Haverhill, New Hampshire, where they are made by the hundreds every year. But it seems that next-door, in Vermont, they are also made, by some small, almost invisible man working with loving care and little hope of fame. This tale has an Elbert Hubbard-Thoreau quality about it, pleasing in a more prosaic age.

ESCAPE TO THE PAST

Playing the lute is reputedly a life's work, for it requires hours to tune and several years to master. Virginals are beyond the purse of most, as they cost about twice as much as an average piano, to say nothing of demanding "damp Tudor" heating conditions and frequent difficult tuning. But this new urge to gather, and to be cavaliers and ladies, grows and bears promising fruit in the many amateur groups that regularly make this intimate music.

There is something in the singing of separate voice parts, of the remote and delightful words of the songs, that gives the singer a feeling of unreal, pleasurable living, a sensation of being in the magic past and yet, at the same time, in the present.

And, for the person who plays the recorder—the tiny soprano pipe, or the bass with its bassoon-like mouthpiece—the strange tie he feels on hearing the wood-winds of a great orchestra is reward in itself.


Well beloved classic **SHETLAND**

MANY A GRAD OF SMITH AND WELLESLEY, BARNARD AND VASSAR STILL CHERISHES THE HEATHERTON IMPORTED SHETLANDS SHE BOUGHT AS A FRESHMAN HERE THEY ARE FOR 1941 IN NEW, DELICIOUSLY RIPE COLORS REMEMBER, THEY'RE IMPORTS, BEAUTIFULLY MADE TO LAST YOU PRACTICALLY FOREVER! IN GOLD, BLUE, RED, GREEN SKIRTS DYED TO MATCH.

THE CARDIGAN 12 95
THE SLIP-ON 10 95
THE SHETLAND TWEED SKIRT 8 95

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Teddy Bears

FAT AND FURRY SLIPPERS straight from the nursery . . . of the same bulky, enchanting fabric (almost) as your constant childhood pet. At top: Honey Bear, our new wedge mule, $3.95 a pair; Center: Bear Hug, Joyce cool-ee in a new winter coat, $4.95; Lower: Bear Cub, classic cross-strap scuff, $1.95. In pink, blue and white. At Better Stores Everywhere.

By joyce PASADENA, CALIFORNIA

TO COSTUME THE HANDS OF A LOVELY LADY From England come these sleek-fitting fabric gloves fashioned of Shadow-Plex. Hand stitched and edged in contrasting color. Especially designed for the season's more important new costumes. At America's fine stores.

LEEDS

exclusive new couturier gloves

by WEAR RIGHT

WIMELBACHER & RICE • 244 Madison Avenue, New York, N. Y.

# The Four-

On pages 78 and 79, we gave you Vogue's Four-Year Plan for college wardrobes. Below, we apply it to this issue. We steer you to clothes of the type you need most of; clothes that are component parts of a wardrobe that keeps pace with four-year needs.

## The Freshman

The freshman chooses her four-year backlog of campus classics. Besides her campus coat (page 78) she'll need at least two skirts, perhaps the flannel one on the cover at $6.95 or the $10.95 tweed kilt (page 72). Three sweaters (there's a classic, page 66, for $5). Three blouses like the white shirt (page 75, $2.95); or the yellow flannel (page 72, $6.95). One really good jacket such as the $16.95 tweed one on the cover. A faculty-tea dress, perhaps the wool jersey (page 71, $14.95). These are the Most Vital purchases. Anything else depends on Budget and week ending habits.

## The Sophomore

The sophomore, if she has already her backlog of campus classics, spends her money for campus fashion starters and for weekend clothes. Besides her stadium dress (page 78), she needs an afternoon dress, perhaps the velveteen (page 106, $17.95). Two evening dresses; let one of them be the white satin on page 62, $19.95. A tweed travel suit (page 66, $25). The corduroy pinafore (page 73, $6.95), and the long, wool cape (page 62, $25) are both campus talk-makers.

Casual Cardigan in Classic Suede

Scully's very sheer COLLEGIENNE SUEDE . . . as light as a feather, as soft as a kitten's ear, as casual as your sweater . . . combined with a gay light-weight wool plaid by Botany. The Scotch cap is suede, too, to match.

The suede: Dawn blue, Amber tan or Sagebrush green. The plaid: Mostly bright red, with yellow, blue and green.

Cardigan and skirt $29.75
Scotch cap . . . $5

Scully Suedes

725 EAST WASHINGTON BOULEVARD
LOS ANGELES, CALIFORNIA
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The Faculty . . .
The Student Body . . .
THE Man in Your Life
All approve

MINX-MODES for Juniors

In Masque CREPE

A mossy finish, crush resistant rayon fabric in Dixie Clay, Lava Green, Soldier Blue. Sizes 9 to 17.

Priced Under $11

On sale at leading stores everywhere . . . For name of store nearest you . . . write to
R. LOWENBAUM MFG. CO. • 2225 Locust, St. Louis, Mo.

# Year Plan

## The Junior

The junior, who holds offices and is prominent on campus, puts emphasis on clothes that mark her as a leader. Her all-important campus suit might be the covert (page 66, $25); or the one she is wearing (page 79). She'll need, also, one or two wool dresses like the beige wool on page 70, $25. A suave, "occasion" dress, such as the apron crêpe (page 64, $25). A dramatic dress for Junior prom—the black net on page 65 qualifies as outstanding.

## The Senior

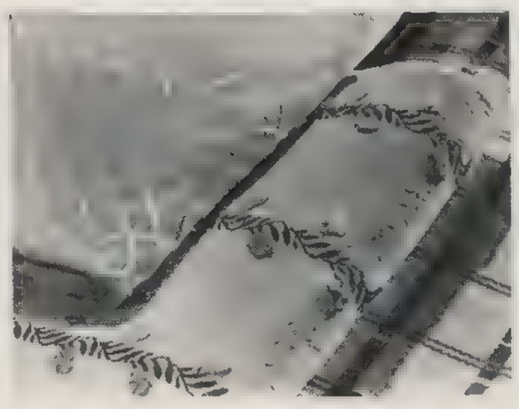
The senior, who is about to deal with the Big City gets her urban-looking clothes in which to do her scouting. Besides her urbane city costume (page 79) her needs run like this. Two afternoon dresses like the brown faille on page 107—a mere $14.95. A dinner dress like the black velveteen on page 107, $19.95. And, of course, accessories in tune—nothing arouses the suspicions of an employer-to-be like the Taint of the Saddle Shoe. And what with the campus reinforcements from junior year, the senior is well taken care of.

This four-year wardrobe plan is based on the theory that a few, good, right things are better than too many mediocre ones; on the theory that if you get good enough campus classics your Freshman year, you can concentrate your allowances in succeeding years on clothes that enhance each new estate.

It's a long hard road to knowledge (via college) but with a good head on your shoulders and a pair of Du-Flex Soles on your shoes you're well on the way. Besides being good to look at they give you extra wear and comfort. Put "sole appeal" in your sports shoes. Ask for Du-Flex. Avon Sole Co., Avon, Mass.

**GROSS-SYDNEY INC.** • 498 7th AVENUE, NEW YORK


# Room for



CHOOSING your bedspread and curtains is an important step in college decoration, for they set the "note" of the whole room. At right, three Bates bedspreads; a white "swirl loop" design on a dusty-rose ground—washable and colour-fast. $3 at Lord and Taylor. Also from L and T, the beige spread with woven brown leaves and rust and beige chenille dots; $4.95. The plaid spread of mahogany, buff, rust, and gold; about $4 at Macy's. In each case, the curtains to match have, per pair, the same price as the spreads.

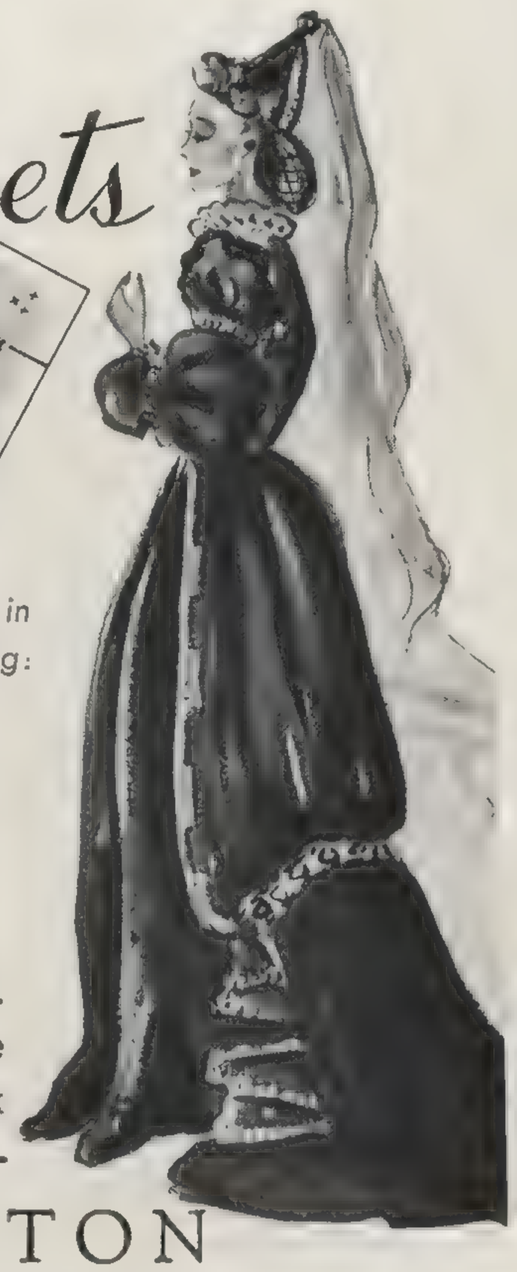
From Yamanaka, 680 Fifth Avenue, comes this lovely, wide, flat Oriental bowl with the shape of a peach, the colour of deep blue-green water, and a beautiful and useful character. With its shallow teakwood stand; $7. Beside it in the picture, a Chinese iron made of pewter inlaid with brass. The Chinese really did iron with these, but you, you clever Occidental, will use it as an ash-tray, we venture—even if you *didn't* count on paying $3 for one.

UNRIVALLED LUXURY

COSTUMES IN COUTURE *Velvets*

*The finest shops in your city are featuring:*

**VEL ALLURE**
**VEL BEAUTÉ**
**MOONGLEAM**
Rayon and Silk Velvets



*In the loveliest of fashions. The unrivalled richness of Couture Velvets is obvious at a glance. Look for the identifying tag, or write to:—*

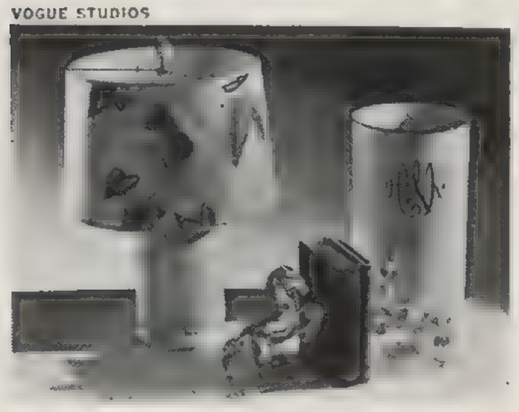
CROMPTON RICHMOND COMPANY, INC.
1071 SIXTH AVE., NEW YORK, N.Y.

# Improvements

If you intend being great shakes as a hostess, there's a wonder-device by Manning Bowman which will make the world beat the path to your door. This cooperative little table grill, which works on AC and DC currents, enables you to make waffles, pancakes, cook bacon and eggs, toast sandwiches, or do any saucepan duty, such as heating beans, et cetera. Complete with all its many parts and possibilities, it costs $7.95 only, at John Wanamaker...

...Other scientific equipment: a bedside water-jug set consisting of a round, squat Thermos jug, in coloured enamel and chromium finish, a metal tray, and a glass tumbler. What happier sight could greet the waking (and thirsty) guest? The American Thermos Bottle Company is its maker; $10 is its price, and Abercrombie and Fitch is its home.

VOGUE STUDIOS



Be grateful to W. and J. Sloane for the following: a bamboo-coloured pottery lamp, with a parchment-like paper shade, painted with extraordinary flowers in shades of beige and green. Complete, $5. A scrap-basket of painted tin, banded and monogrammed, in a wide selection of colours; price, $2.75. The rampant glass horses hold your books and the eyes of the beholder for a mere $5, the pair. All at Fifth Avenue and Forty-Seventh Street.

*Hat by Vogue Hat Co.*

***For your first dark dress,*** a fashion that is importantly simple. In Crepe Knickerbocker,* a fine, suave, softly draping rayon in black, ming green or chicory brown emphasized by the detachable white piqué collar and link cuffs. Button down back. Sizes 10 to 20. ***Under $20.***

**A Knickerbocker Textile Fabric*

At one fine shop in most cities. PIERROT DRESS CO., 498 SEVENTH AVE., N.Y.



DESIGNED TO BE LIVED IN

Jane Irwill, that talented designer with such a flair for sweaters, has chosen these as two of her favorite models for fall. Of course, these Jane Irwills are Ivory washable.

*Left* — A soft snug fitting zippered shetland type sweater with solid embroidery touches. *Right* — The arm influence is shown in this "MILITAIRE" cardigan with epaulette shoulders and shiny buttons. In Jane Irwills clever fall shades.

ABOUT $3.00 EACH

Prices slightly higher west of Rockies.

AT FINE STORES EVERYWHERE OR WRITE Jane Irwill 1372 BROADWAY, NEW YORK

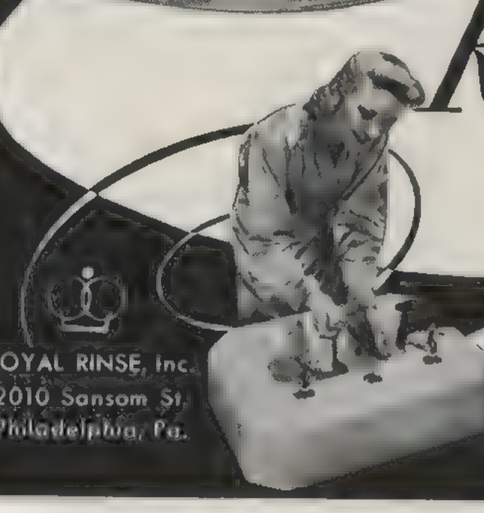


**Here is a new, modern way to wash silk or nylon hosiery**

*without soap*

Royal Rinse will simply amaze you, because there is no repeated rinsing. No mess (it's like washing hosiery in clear water) . . . just use clear, cool water. That's all, and your hosiery is clean in a jiffy. It's inexpensive, too. A full three months' supply costs only 50c (60c west of the Rockies)... Look for Royal Rinse in the hosiery department of Department Stores, Specialty Shops, Shoe and Hosiery Shops.

TRY *ROYAL RINSE* TODAY

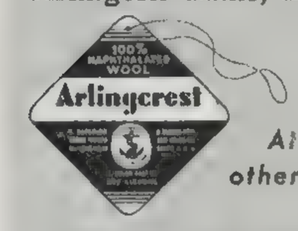


ROYAL RINSE, Inc.
2010 Sansom St.
Philadelphia, Pa.

It's a better . . . quicker . . . cheaper way to wash your hosiery

Feminine details add chic to this classic outfit. The skirt has stitched knife pleats which give a slim line with graceful freedom. Made from Arlingcrest Flannel of 100% Naphthalated wool (virgin fleece cleansed by naphtha). See tag illustrated. Heavenly colors with matching Goura sweater: Bayleaf Green, Raspberry, Powder Brown, Prairie Rose, Cadet Blue, Navy, Black. Sizes: 12-18. Price each less than $5. For store nearest you write WINDSOR SPORTSWEAR, INC., 1384 Broadway, N. Y. C.

Arlington Mills, Lawrence, Mass.

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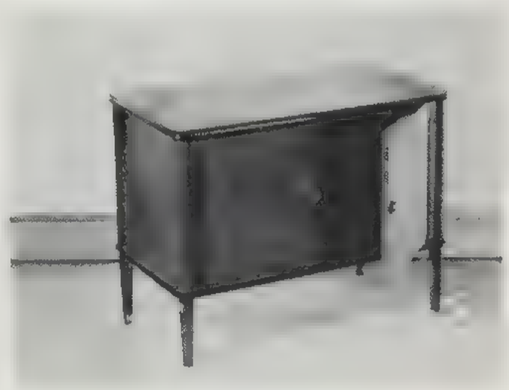
# ROOM FOR IMPROVEMENTS

You could take a whole course in functional designing at Artek-Pascoe, and it would cost you very little. First lesson is the pleasant one of sitting in the modern maple Finnish chair, right. It's a dream of comfort, and research will tell you that it costs $29.50 in the muslin. The maple magazine-table, of graceful design, costs only $15. Not shown, but dearly remembered by us, are little round stools-or-tables, which will make your room more comfortable for $4 each. All pieces are beautifully finished here, at 640 Madison Avenue.



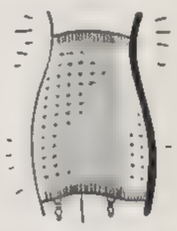
The record cabinet in this picture ought to answer the problems of all of you disk-doters. It's a nice-looking table in its own right, with room on top for a radio, or gramophone-and-record player. Behind those doors is partitioned space for more than a hundred and fifty twelve-inch records. It's 30 by 16½ inches, and 24 inches high. In walnut, $19.50; in blond mahogany, $20.50 (plus expressage). Just the thing to keep your best-beloved Bonnie Baker records from being sat on by the plump freshman down the hall. Will some affluent older brother or uncle please step to the fore: Order from Practical Specialties, 67 West Forty-Fourth Street.

WHICH IS YOU?

3 Easy steps

to good grooming

Does your blouse show stains from underarm moisture? Are your blouse and skirt "always-coming-apart"? Are your tummy and derriere a little too curvy? Just try these 3 easy steps to good grooming.



**Step into a girdle**

Kleinert's 2-way-stretch girdles give just enough control to make you look trim and sleek. This one has woven-in Baby Blue polka dots on a tearose ground. Around $1.00.

**Pin matching shields in blouse**

Kleinert's pin-in sport shields match your blouse and sweater colors. Safe, sure protection against those *horrid* underarm stains! 35¢ a pair, 3 for $1.

**Adjust garment gripper in skirt**

Clever little gadgets to fasten into your skirt and prevent blouse from "riding up." 50¢ a pair.

*Ask at your favorite Notion Counter for these and all the other "Young Notions" that Kleinert's has designed for YOU—in your size and styled the way you like them!*

*Prices slightly higher on the Pacific Coast and in Canada*

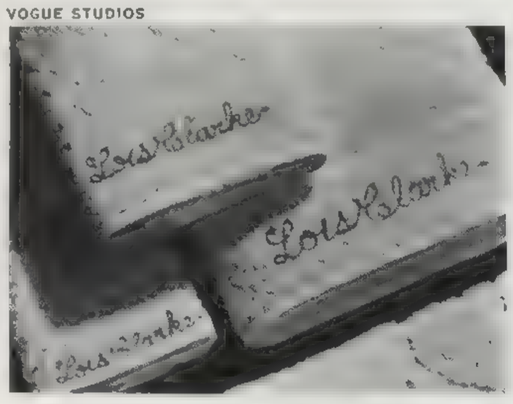
YOUNG NOTIONS
by Kleinert's
TORONTO • NEW YORK • LONDON

# ROOM FOR IMPROVEMENTS

As a touch of sheer luxury, why don't you buy (or hint for) Harriet Hubbard Ayer's new sacheted lingerie set of pink taffeta, with pink clover painted on them, and scented with Ayer's lovely "Pink Clover" scent? The set of three pieces costs $10, and that may not be on your budget, but isn't there a doting grand-aunt who might oblige? They're at better department stores.

Do you know about the 7-in-1 tool? It's a poem of efficiency. This flat, light-weight bit of metal opens tins, making a no-cut edge, opens bottles, unscrews caps, *and* hammers, *and* has a cutting edge for removing tin foil, et cetera, *and* has a slot which is both a screw-driver and an opener for press-top lids. Great saving on nail-files and scissors, which weren't meant for tools. All that for a quarter (plus cost of mailing) at Hammacher-Schlemmer.

VOGUE STUDIOS




Cannon's new Water Lily towels bloom in soft, delicious colours: peach, blue, yellow, dusty-rose, or green. The embroidered names pick up the colours of the towels with darker shades, and help prevent other people from "picking up" your towels. Helpful also in the face of that gentle confusion which occasionally overtakes even the best of college laundries. You might decide on yellow with a bright blue name, for example; dusty-rose with cedar-green. Approximate prices are: Bath-towel, 60 cents; face-towel, 30 cents; wash-cloth, 15 cents; bath-mat, $1. Macy's. (Markings extra.)

STYLED BY Lynbrook IN AN AMERITEX FABRIC

In every back-to-college wardrobe a smart, simple, tailored, classic type of fashion like this is a major requirement. You wear it anywhere and you always look your slimmest, most charming self. Tailored of Pin Twill gabardine by **Ameritex** —a spun rayon and wool coat dress buttoned all the way — with slenderizing gored skirt and novel leather belt. Slate blue, moss green, cocoa, prairie rose. At a leading store in every city including those listed below.

Sizes 12 to 20. About $8.50

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The Vogue for College
as seen on smart co-eds

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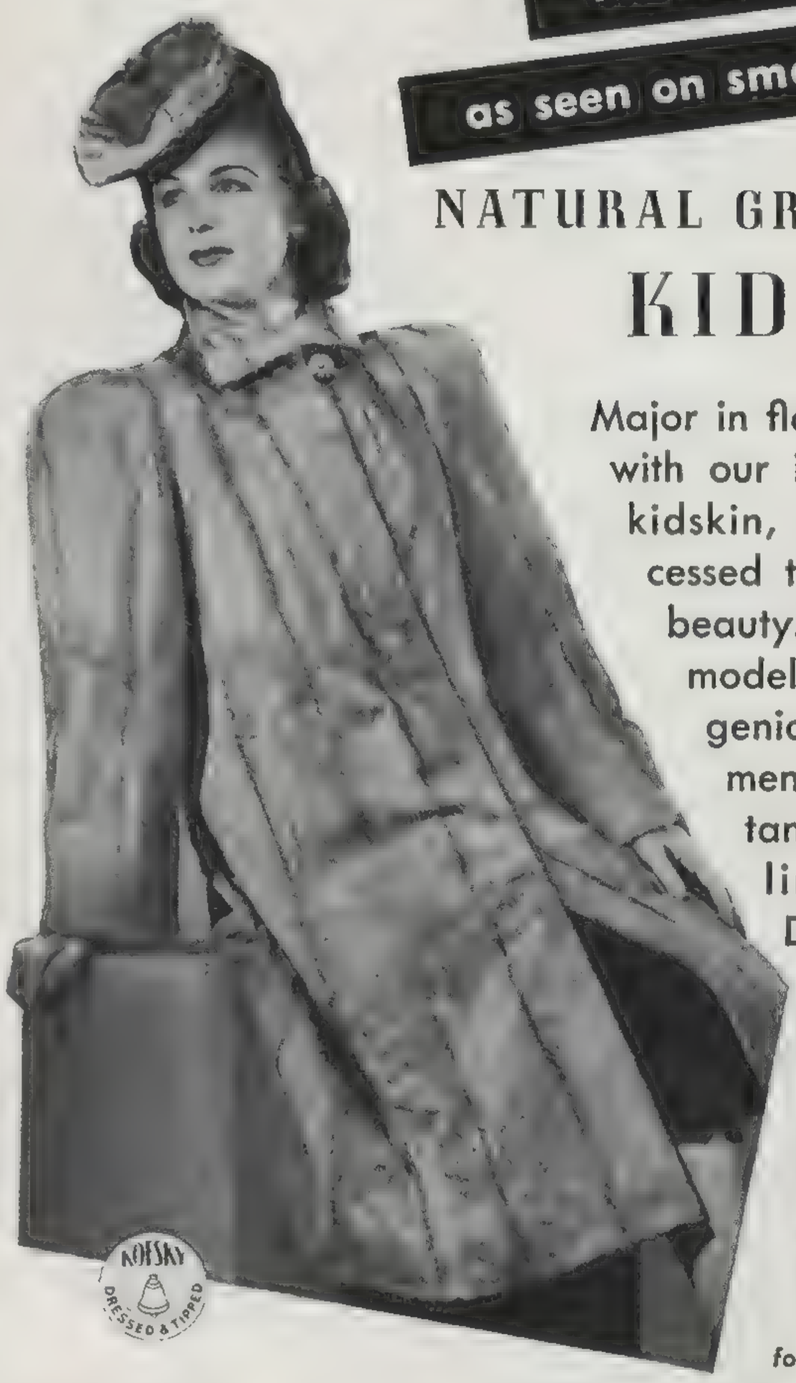
KIDSKIN




Major in flattery this semester with our indispensable gray kidskin, scientifically processed to retain its silvery beauty. Casual, full back model illustrated with ingenious shoulder treatment. A youthful Debutante*fur exclusive — lined with Royal Duchess rayon satin.

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Salon-tested beauty aids by Jean La Salle are the choice of chic women everywhere. Over thirty-one quality cosmetics to accent your loveliness.

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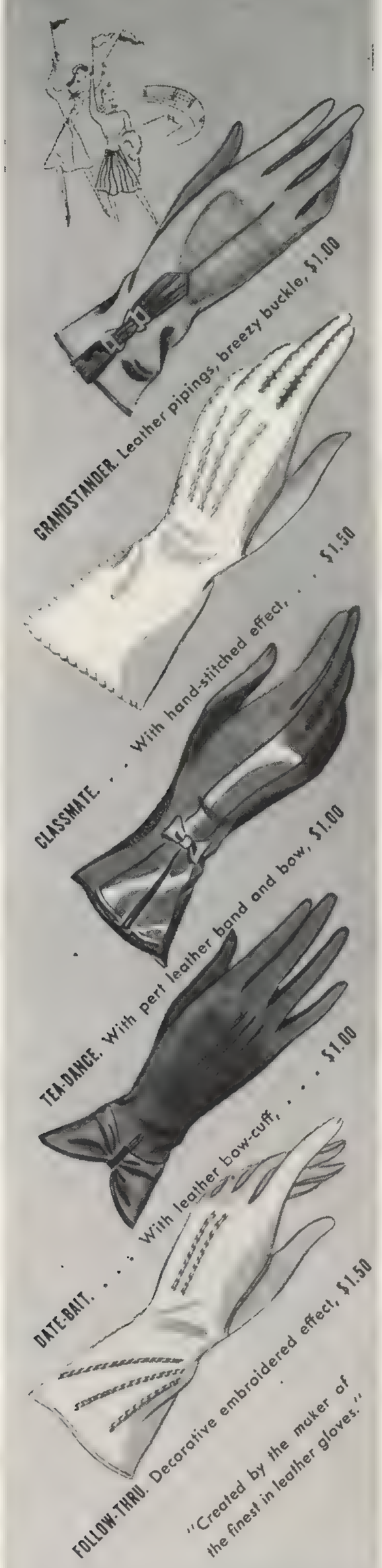
ARIS

campus celebrities
in
MON-O-TEX

fabric date-bait for Fall . . decidedly Aris in charm, style-originality and perfection of fit.




At better stores from coast to coast.
**ARIS GLOVES Inc.** One Park Ave., N. Y.

# TURNS WITH A GOURMET

By Bertina Foltz

IT is in France that the tradition of fine food has always been most nobly cherished. And the American Friends of France are paying a fine and practical tribute to this trait in their latest venture—a cook-book known as *Spécialités de la Maison*, the contents of which have been gathered and edited with the greatest care. This book is to be sold for the benefit of French refugees.

This must be described as a cook-book in the sense that it gives recipes, but it is really a super collection of the *spécialités* of famous hostesses and hosts. Hundreds of recipes were contributed, and only the cream are included. We saw the collection before it went to the publishers (the book has only recently been published), and the ideas are tantalizing. Gilt-edged bouillon, cold Roquefort soufflé, sweet-bread salad, coq au vin, petit borsch, and Persian Lime Soufflé are a few of those that glow in our memory.

Mrs. Franklin Roosevelt contributed a recipe that was handed down by Martha Washington. Miss Anne Morgan sent a group of recipes from French refugees themselves. Mrs. Cornelius Vanderbilt gave *spécialités* for which her chef is famous. There isn't an item in the book without its own bit of flair, which is more than can be said for many cook-books, quite apart from the worth of the project.

When you buy this book, every cent of your money goes directly to relief, because all expenses of the publication have been contributed. Clement Hurd illustrated it. And Louis Bromfield wrote the introduction for it. Mrs. Gurney Taylor organized the project, and committees made up of members of the American Friends of France will promote the sale of the book in cities throughout the country. And when you buy your copy—or copies—you are not only donating to the cause of relief, you are donating largely to the cause of your own cuisine, as well.

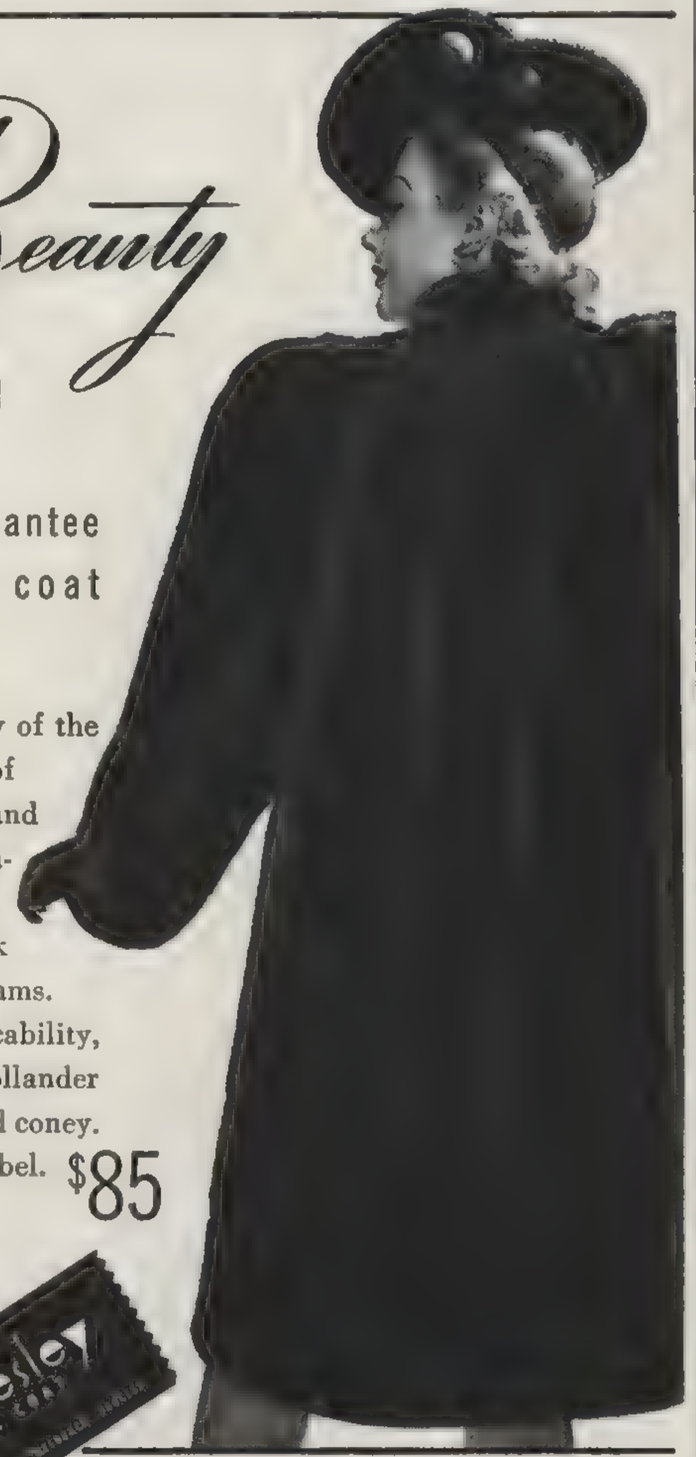
NEW STAFF OF LIFE

Schrafft's has decided to cast a new bread upon the waters, and a very fine thing it is, too. Bread is one of those fundamentals that we are so accustomed to at table—like water or napkins—that we forget how good it can be in and of itself. Schrafft's reminds you of this in its new loaf, which is described as "home flavoured."

This bread is practically overflowing with vitamins, what with its special vitamin-endowed flour and yeast, and it contains, as well, sweet country milk, fresh country butter, and country honey—a rural combination that makes for wholesomeness, certainly, but also produces a truly delicious flavour. It is baked fresh each day, in big loaves with nice, golden-brown crusts.

*Fur Beauty*

THAT'S MORE THAN SKIN DEEP!
You get a two-year guarantee with each Wellesley coat



Its deep lustre rivals the beauty of the costliest fur . . . yet, in spite of its soft, luxurious appearance and beautiful styling, it has a durability that is rare in the fashion world. The Weldback process eliminates splitting seams.

For both smartness and practicability, Wellesley is the ideal coat. In Hollander seal-dyed coney or beaver-dyed coney. Insist on the Wellesley label. $85

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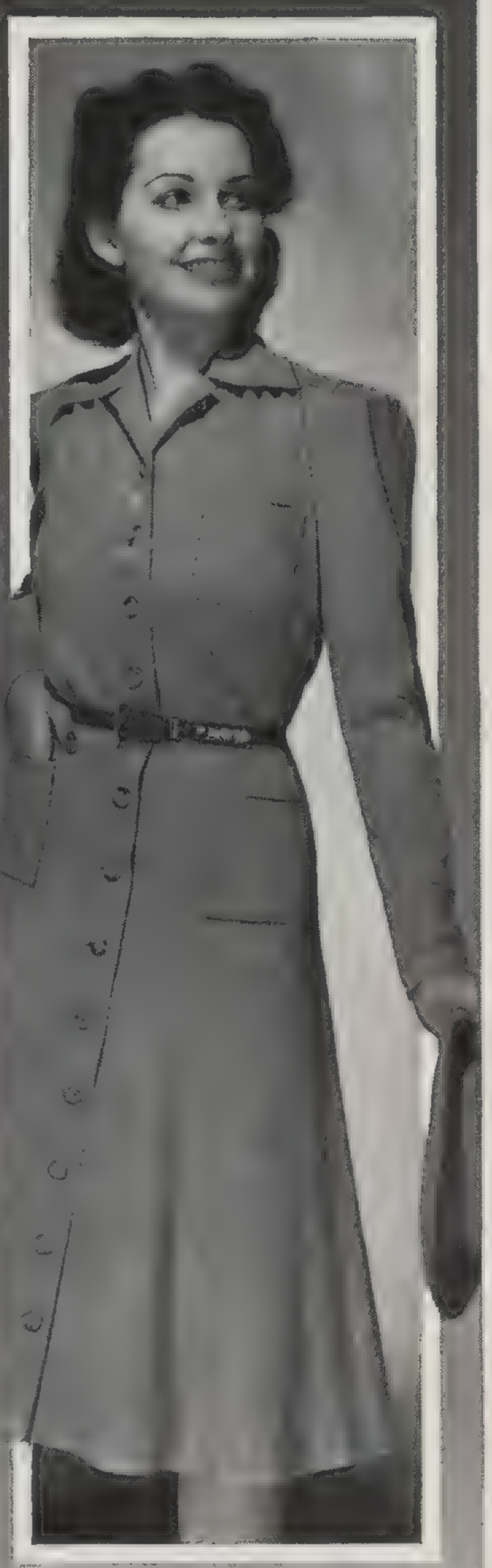
american golfer

A MATTER OF GOOD LINES



This American Golfer has the perfect fit, the good lines, the correct shoulder drape and trim waist that mark it as a truly fine dress. The fabric is stretch-and-sag-resistant, all wool heather jersey, and the price is only **$12.95.**

The same style in Botany rayon and wool gabardine—**$12.95.**

Sizes 12 to 20.

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NEW YORK CITY—and good stores everywhere. For the name and address of the one nearest you, write Straus, Royer & Strass, Inc., Baltimore, Md.

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HEART O' THE PELT,* INC., ST. LOUIS, MO.

# TURNS WITH A GOURMET

The new bread makes superb toast and is very special for thin-bread-and-butter slices, always our prize candidate for afternoon tea. You can buy it at any of the Schrafft's stores, which, as every one knows, abound in New York.

### SALT TO TASTE

Salt is another one of those things that we take for granted. Ask people what kind of salt they use, and they will think you are crazy. Unless they have come upon Lawry's Seasoned Salt; in which case, they can't wait to tell you.

Lawry's Salt is a blend of seventeen ingredients—plain, every-day salt, plus herbs, spices, and seasonings. It was originally concocted by the chefs at Lawry's restaurant, "The Prime Rib," in Beverly Hills, to enhance the steaks, which are famous there. When it graduated from the kitchens to the tables in the restaurant, people clamoured to take it home. Now it is put up in shaker tins, and every one can buy it.

When you taste a bit of this salt in the raw, so to speak, it has a new and very pronounced flavour. But when you combine it, it doesn't produce an over-seasoned taste, but seems to bring out the natural flavour of other foods. In case that seems a little involved, try it yourself, and you will see what we mean.

Lawry's Seasoned Salt is as good on eggs as it is on vegetables and meats, and enthusiasts will use nothing else as table salt. On steaks, sprinkle the salt on immediately after the meat is broiled, and, if you like cottage-cheese, the Seasoned Salt does beautifully by it. We found Lawry's Seasoned Salt at Maison Glass, where it had been installed at the request of people who had discovered it on the Coast, and you can also buy it at any of the Gristede stores.

### LAWRY'S FAMOUS FRENCH DRESSING

There is a special French Dressing which originated around the salt, and which is excellent, French-dressing purists to the contrary.

For this dressing, you mix together four level teaspoonfuls of Lawry's Salt, a level teaspoonful of sugar, three tablespoonfuls of tarragon vinegar, and three tablespoonfuls of lemon-juice. Into this mixture, you pour slowly two-thirds of a cupful of olive-oil, stirring constantly.

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SWEATER SET . . . . $7.95
COLORS: Bayleaf Green, Cadet Blue, Dixie Clay, Vino Red, Sport Red, Sport Green, Sport Yellow, Natural, Rose, River Blue. SIZES 32 to 40.

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COLORS: Bayleaf Green, Cadet Blue, Dixie Clay, Vino Red . . . . . SIZES 12 to 20.

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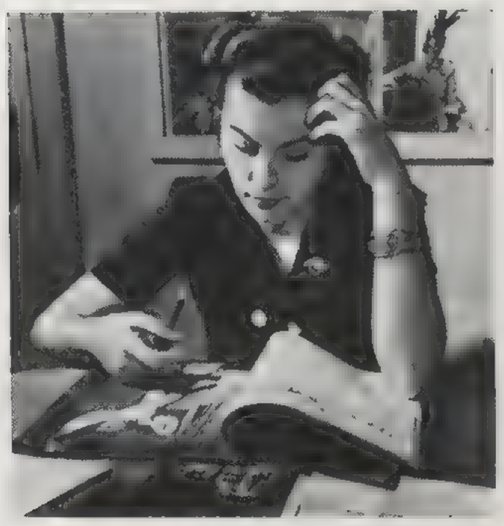
## WINNERS IN VOGUE'S 5th PRIX DE PARIS



*First Prize*
Mary Moon • Bryn Mawr

*Second Prize*
Jean Arms • Northwestern

*Vanity Fair Award*
Isota Tucker • Bryn Mawr

### WHO WILL WIN CAREERS NEXT YEAR?

# VOGUE'S 6th PRIX de PARIS

### ANNUAL CONTEST FOR SENIOR COLLEGE WOMEN

### Offers 2 Careers with Vogue
### 5 Cash Awards • Honourable Mentions

TO you who are graduating from college in 1941, the door of opportunity stands wide and invitingly open in Vogue's Sixth Prix de Paris, a career competition for senior women in American colleges and universities.

If you are interested in feature writing or fashion reporting—if you're willing to devote some of your spare time to answering Vogue's quizzes—here is a chance to step straight from college into a ready-made job.

Vogue's Sixth Prix de Paris offers seven prizes and a number of Honourable Mention awards. First prize is a year's position on Vogue's fashion staff. Second prize is a special Vanity Fair award—six months as a feature writer on Vogue's staff. It will go to the entrant who submits the most outstanding papers on non-fashion subjects, such as theatre, art, literature, music, etc. Winners who, during the award period, develop an adaptability to Vogue's editorial needs, will be considered for permanent positions on the staff.

In addition to the two major prizes, five cash prizes will be awarded for the best contest theses which will be purchased for publication in Vogue. Honourable Mentions will be awarded to contestants whose papers show unusual merit. Honourable Mention winners will be put in touch with leading stores, advertising agencies and publishing houses who have positions to fill. Of the 61 winners in the five previous Prix de Paris contests (including 51 Honourable Mentions) 40 are today following careers in a variety of fields.

The Prix de Paris contest consists of four quizzes. If you qualify with a passing mark in these, you are then eligible to submit a thesis in competition for all prizes.

To Vogue, the Prix de Paris is a means of discovering new talent for its staff. To you, it is a chance to launch yourself on a career immediately after college. If you want to be one of Vogue's "finds of 1941", read the contest rules, and mail the entry blank today.

## CONTEST RULES

**1.** Each entrant must be a member of the graduating class of 1941 in a United States college or university which grants a recognized A.B. or B.S. degree.

**2.** Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

**3.** The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, a thesis which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

**4.** Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion, or Vanity Fair, features, such as music, art, literature, theatre, etc.

**5.** The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you may need them for reference.

**6.** Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

**7.** Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.

**8.** Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit a thesis in competition for the major prizes and the Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit a thesis.

**9.** Subjects for the theses will be announced in the March 15 and April 1 issues. Theses must not exceed 1500 words and must be mailed not later than April 20th.

**10.** All test papers and theses must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

**11.** The judges of the contest will be the Editors of Vogue. Their decision will be final.

**12.** The winners of the Prix de Paris will be announced on or about June 1, 1941.

---

**ENTRY BLANK**

Vogue's Prix de Paris, 420 Lexington Ave., New York, N. Y.

Please enroll my name as an entrant in Vogue's Sixth Prix de Paris.

Name_____ Senior at_____ College or University
(Please type or print clearly)

Address during college year_____ Home Address_____

V-8-15-40

# THEY ALSO WON

**Careers of 1939 honourable-mention winners—traced by Jean Arms, of Northwestern University, second-place winner in this year's Prix de Paris**

WHEN the Kentucky Derby winner plunges under the wire, he steps into a future of promise. On page 148 are the pictures of the "win, place, and show" runners in Vogue's career contest for college seniors. Their rewards are actual working months in the Vogue editorial offices, and a toe-hold on a future career.

But unlike the Derby "also-rans," some of the other Prix contestants make the mere running in the race a lever for good fortune. From the experience gained in feature-writing and fashion analysing, or from actual Vogue recommendations, these girls have found jobs in their chosen field.

Vogue turns the spotlight on the honourable "also-rans" of 1939, and sees them setting their own pace in the fashion and publication worlds. Through a Vogue lead, Harriet Wile, of Smith, went to the *New York Times* to supervise fashion photography. She was awarded a scholarship at the New York School of Interior Decoration, and is now with the Tobé fashion service. Wisconsin's Gayle Johnson is helping edit a New York trade weekly, "Breath of the Avenue." She obtained this job when the editor requested that a Prix contestant fill the place. In this way, Theo Kilborn, also of Smith, filled selling posts at both Bergdorf Goodman's and Lord and Taylor's.

Joan Pierson, Minnesota, has rapidly advanced to the assistant-editorship of the Women's Page on the *Minneapolis Tribune*, and is handling her own signed column! Also from Minneapolis is Celia Sevareid, who is doing layout and art work for the Newspaper Service Corporation in Houston, Texas. June Fox, of California University, turned her pen to publicity, and works now as publicity-secretary for Mario Corbett, architect.

Other entrants besides the h.-m.'s claim dividends for their investment of midnight oil. The Prix office sends lists of the contestants to stores over the country, recommending the girls for positions. Anne Dorsey, of Northwestern, for one, entered the lists in 1938 "just for the fun of it," and found herself with a responsible advertising job at Carson, Pirie, Scott and Company.

The Prix race has the happy combination of being fascinating in the running, and unexpectedly productive at the finish. Every girl who entered seriously this year learned much about magazine production problems, stimulated her thinking and widened her interests, and made her a more alert, vital person. She counts the Prix de Paris contest one of her most fascinating educational experiences.

We've never clocked a round of college classes. We can't quote figures on domestic mileage in the kitchen. We're not even sure how many laps around the sea-going deck make a mile. But we do know a pair of Saddle-masters is a prerequisite to all this footwork. Rasmussen is responsible for their rightness of style, excellence of craftsmanship in fine leathers and the gentlemanly way they have with your budget.

Saddle-masters TRADE MARK REG. OF WESTBORO, MASS.

MADE ONLY BY Rasmussen

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'Free Action Sleeves'

For a smart exit from summer into fall. Grand for furs, smart without them, ready for undercoat service the winter through. The "Free Action Sleeves" mean freedom unrestrained. Tailored in Sugar-spun Enka rayon crepe. Trojan red, Mountaineer green, Indian brown. 25.00

For booklet of Habitmaker styles and names of stores featuring these dresses, write ADLER & ADLER, Inc., 550 Seventh Ave., N. Y. C.

The "Warrior"
A New Ensemble by
OSHKOSH

OSHKOSH TRUNKS
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There is a superb beauty and distinctiveness about Oshkosh luggage that mere words fail to picture. The new "Warrior" ensemble by Oshkosh is so lovely that we know you will want to see it. It is a rich extra durable dark-brown duck, water-proofed. The woven stripes are in perfect harmony, Oshkosh red and gold diagonal. Binding is of finest russet leather and the interior is . . . well . . . simply exquisite.

***Now being shown in leading shops***

Makers of
OSHKOSH "CHIEF"
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OSHKOSH
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DRINKS NEVER TASTE THIN WITH GORDON'S GIN

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# VOGUE COVERS THE TOWN

## Museum of Costume Art

This is rather far ahead, but it seems that there is great excitement in the designing and costume world because of the Museum of Costume Art's plans for their next important exhibit in the autumn.

On exhibition will be the work of American designers—work inspired by the Museum's great storehouse of costumes. And as a source of inspiration, the Museum is a mine. Files, books, photographs, as well as actual collections of clothes from every period in history will be put at the disposal of the designers. The exhibition—which opens about October 15—will show the modern clothes so inspired—each original design accompanied by its derivatory source.

Not only because of the sad conditions which make the importation of designs from Europe almost impossible these days, but also because they have earned it in their own right, our native American designers are every day looming larger in importance in the world of fashion and costume creation. Among those participating will be almost every well-known designer in the country.

The exhibit will run for three months. And in case you don't know, or don't remember, the Museum's address is 650 Fifth Avenue, right in Rockefeller Center.

## Chekhov Theatre Studio

The Chekhov Theatre Studio will go on tour for the first time this year. In their repertory will be included "Twelfth Night," Dickens' "Cricket on the Hearth," and two original plays, as yet undecided, but probably adaptations of old fairy-tales. The Studio is a project instituted some four years ago in England, and now located at Ridgefield, Connecticut.

It is under the direction of Michael Chekhov, formerly a head of the Moscow Art Theatre, a post in which he succeeded Stanislavski. M. Chekhov was trained, as was every high-ranking artist at the Moscow Art Theatre, in every branch of theatrical production. He still subscribes to the theory that a really fine actor should know intimately all the detail connected with staging a performance—his pupils (the Studio is actually a school as much as a company of actors) are expected to design scenery, to be able to direct a stage carpenter in setting up a stage, to design costumes, and to arrange and plan lighting. M. Chekhov feels that a company which has worked together for many years is perhaps more capable of giving a finished performance than one which has only rehearsed together for a matter of weeks.

The company will tour the country this autumn. Subsequently, M. Chekhov hopes to be able to take his company abroad on tour as an American company. Meantime, however, the Studio remains an interesting experiment, an important part of a much larger movement.

## Fishing

We maintain that fishing is a sport eminently suited to a woman's nature. Fishing for compliments is a delicate job, requiring a certain deviousness of mind to start with, and a great deal of experience for ultimate success. Fishing for fish is pretty much the same sort of thing. Patience, trial-and-error work, a devious craftiness, and considerable imagination are necessary to the sport (at least, you ought to try to put yourself in the fish's place, mentally).

Anyway, all we know is that fishing is a vice, and easily acquired. Once you've bagged a fish or a compliment, you'll be an addict for always. And it'll never really matter to you whether or not you become one of the world's foremost coquettes or foremost anglers—the fun you'll have is between you and yourself. Even if you never get to be any good at all, you'll have a good time, and once you start you won't want to stop.

So, put on your prettiest and most becoming roughing outfit (and

## How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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| 330 | $2.00 | 8770 | $ .50 |
| 333 | 2.00 | 8778 | .60 |
| S-4238 | 1.00 | 8780 | .75 |
| S-4240 | 1.00 | 8783 | .75 |
| 8764 | .75 | 8784 | .60 |
| 8769 | .50 | 8787 | .50 |

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For any garment, choose a RAYOLA Lining for extra beauty and wear—for the final fashion-quality touch to complete your design for smartness. Choose RAYOLA to match or blend with your woolens . . . sturdy twills for sportswear and tailored clothes . . . all-purpose crepes . . . luxurious satins and brocades for dress coats and fur garments. RAYOLA Linings are woven of Crown Rayon. All colors perspiration-proof! . . . Ask for RAYOLA Linings by name at fabric counters.

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That actually make your legs look slimmer

The choice of stewardess Billie Naylor, voted most popular of United Airlines stewardesses, who *must* look attractive at all times. A length for every leg. 79c to $1.25. At your favorite store or write for name of nearest dealer.

ARTPLUS HOSIERY
319 Fifth Avenue, New York

# VOGUE COVERS THE TOWN

don't forget your face-creams and sun-tan oils and something or other to keep that Medusa look away from your head), and take a train to Montauk. The Long Island Railroad will see to it that you get there in time to start fishing for fish—and compliments, we hope.

There are lots of other equally accessible and pleasant places to fish, all the way from the Battery to Jamesport and New Suffolk, and that's only on the Long Island side of the world. But we mention the Long Island's Fishermen's Special as an example. It leaves Penn Station at 5:45 a.m. and arrives at Montauk at 8:30, stopping off at Peconic on the way.

Once at the port, you can charter a boat or go as one of a party, and if you have no fishing-tackle of your own, there is plenty available for hire at the port.

These Specials will run through October; there is plenty of magnificent fishing in those waters all that time. This year, there have been a phenomenal number of broadbill caught around there, so you might try the deep-sea fishing. There's a terrific thrill in store for you if you should happen to get a big one—and who knows, you may. And if you do, you'll get a lot of compliments you won't have to fish for, too.

## From Baltimore

Apropos of the fishing, we want to remind you that the Chesapeake Bay Fishing Fair Association holds its annual grand contest on August tenth and August eleventh, at Crisfield. And, while we're in that part of the country—the Chesapeake Bay Yacht Racing Association Rendezvous and the Annapolis Yacht Club Races are scheduled for August seventeenth and August eighteenth at Annapolis; the Indian Boat Club races, at Indian Landing, for the twenty-fourth and twenty-fifth; and the Gibson Island Yacht Squadron's Cedar Point race and the West River Sailing Club races for August thirty-first.

Most of these races are for star and smaller classes. The Gibson Island race is for cruising and racing classes....

....Horses as well as boats will be trying their speed down there this month. There'll be racing at Marlboro from the twenty-first of August to the thirty-first; at Long Green on the twenty-fourth; the Harford Horse and Pony Show will be held at Bel Air on the twenty-ninth.

## A word here and there

Féfé Ferry's Café Pierre continues to be about the gayest spot in town. The long, narrow room is done in a shade which Féfé calls "biscuit-beige," trimmed in leaf-green; which proves a flattering and cool-looking combination. You can drop in informally and sit at the bar, but a word of warning—if you plan on dancing—dress.

Carol Bruce of "Louisiana Purchase" sings here nightly in her own specially vital manner. You will always be sure to find the Café Pierre crowded with a pleasant mixture of the theatre and café-society....

....Always a favourite of ours is the Viennese Roof of the St. Regis. You should gladly sacrifice a little sleep and wait for Henri Noel to emerge from the orchestra and sing his gay French songs. His warm baritone voice is reminiscent of Trenet's, and it is nice to know that he'll be singing for us through September. Listen for two songs, *"Je Chante"* and *"La Polka du Roi."*...

....As this is written, John Buckmaster is currently at the Savoy-Plaza. This son of Gladys Cooper should delight those who see and hear his sharp, ironic impersonations. The incomparable Hildegarde has recently left for the summer—and will return sometime shortly after Labor Day. For the information of her admirers, she will be singing over week-ends at Montauk or Lake Champlain.

"FLANEUR"

THE Flight

Fitted HAND BAGS BY Evans NORTH ATTLEBORO, MASS. $5 to $50

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PRESENTS THE Essential Classic

in a new Fall version in Merrimaker* . . . a Duplex luxury rayon fabric, in the fashions that grace every day-time occasion. In black and all Fall colors. About $15

At fine shops everywhere, or write NAN TAILOR, 1375 B'way, N.Y.
*Reg.

# OPPORTUNITY:

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IVORY TIPS protect the lips. Also plain ends.

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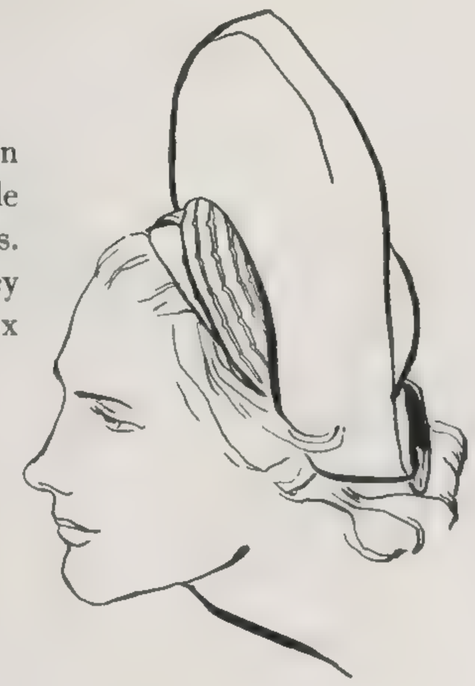
## COLLEGE OVERHEAD

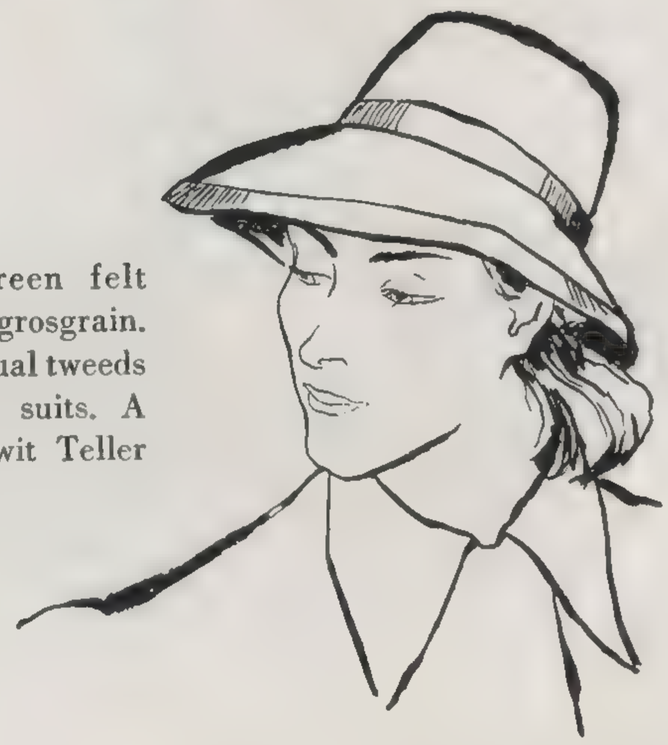


Right: Off-face hat of green felt. Wear it with a little brown wool dress, perhaps. Or with your green-and-grey tweed suit. $8.95. At Knox

Left: Back-slipping beret of navy-blue felt, banded and bowed with grosgrain. Perfect for tailored suits. $7.50. This is at Lord and Taylor

Right: Camel's-hair-coloured hat of wool—a hat with a big campus future. Small bone buttons circle the band. $5.95. Peck and Peck

Left: Bow-trimmed soft green felt hat to wear into town with your little wool dresses. $5. A Brewster hat. Franklin Simon has this



Right: Khaki-green felt hat bound with grosgrain. Slip it on with casual tweeds and simple wool suits. A mere $5. at Bonwit Teller

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*Vogue's Advance Merchandise Portfolio Aug. 15*

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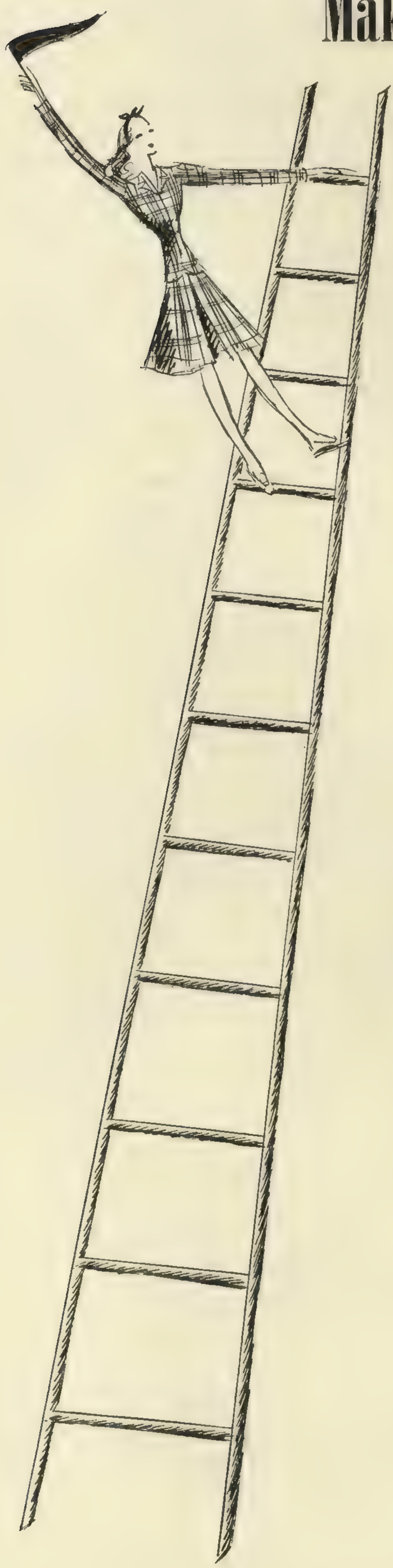


# Make Your College Promotion Hit a New High

## *Tie up with Vogue-advertised Merchandise*

### *College merchandising*

In the advertising pages, and in the special College Portfolio in the front of this issue can be found hundreds of college clothes and accessories picked by manufacturers as most likely to be successful sellers—a sound basis for promotion. If you don't already have this merchandise, it isn't too late to wire an order that will be delivered in time for the peak of your college selling.

College business is an important builder-upper. The promotion adds to the general prestige of your store. It attracts a stimulating crowd of younger people, who will become year 'round customers. Let Vogue advertising serve as a stepping-stone to this end.

### *College advertising*

Take advantage of the convictions of the manufacturers who advertise their fashions in Vogue by your own store advertising. Use sales-pulling "As Seen in Vogue" cards. Place them strategically in windows, College Shop, elevators.

Plan to keep them there throughout the entire college selling season. Give your promotion a constant authority-bearing plug; bring your store the added plus that comes with the prestige of national advertising. It inspires confidence and builds authority. Don't be afraid to repeat the tie-up too often; emphasize your top-notch resources.

For this is good store advertising. College business is one of the biggest future business builders. Sell a girl her college wardrobe, and chances are that in time to come she'll patronize your bridal salon and infants' department.

### *College displays*

We are sure that you will find in your own stock much of the Vogue-advertised merchandise. Use this Vogue tie-up; and plan your displays around it.

We think you'll find the "As Advertised in Vogue" tags which are attached to Vogue-advertised merchandise attractive window-display material. (If the tags are not attached, write to the manufacturer.) Blow them up, and use them as backgrounds for the windows which feature this merchandise.

In your departmental displays, use blow-ups, too. Don't confine the promotion to the College Shop alone. The advertisements also cover shoes, cosmetics, lingerie, foundations, etc. All these departments should have authoritative posters proclaiming the importance of nationally promoted merchandise.

### *College scope*

Broaden the appeal of your college promotion to include other customer groups, too. Don't wrap it up in a neat package labeled "For college girls only", and steer other customers away from your store while the promotion is in swing.

Many of the casual campus clothes are equally suited to country life, or to the less formal aspects of town life. Off-campus clothes and evening clothes are equally appropriate for the girls who have finished college, or who have jobs, or will not go away to school at all.

If you tackle your college business from this broader angle, you will widen the interest belt, and incidentally have a sounder basis for a year 'round promotion. And that, after all, is an added reason for a profitable College Shop.

# Promotions of the Fortnight

***Ideas from this issue on furs, fabrics, and fine distinctions in black***

## FUR JACKETS—32"

***Vogue says: "Thirty-two inches is the new length for your fur coat."***

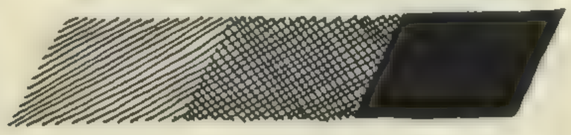
Fur jackets are inching down. Vogue's divining-rod pointed to it; now our fashion yard-stick rules the line at 32", thanks to the tentacles of the slim silhouette. What the short fur jacket was to 1939-40, the short fur coat is to 1940-41.

This gives you a new slant to your promotional platform. Here's one angle: stump for suits for winter—the kind that go under coats—as you've never stumped before. Here's your chance to do it, for they go under these thirty-two-inch furs without any bulk problems. (Pages 104-105.)

Since so much of the skirt is out in the open, accessory colours tie to an added element. No more matching to coat and hat only, without a thought for the under-cover outfit. Shoes, bags, gloves will keep a weather eye cocked on the dress too, and the whole ensemble will play a kind of follow-the-leader.

In your promotions, remember the power of a constantly-repeated advertising slogan, and play up the number 32. For a window background, sketch a roulette layout, with the ball lodged in the 32 square. Explain the lucky number by a "Vogue says" quotation.

## BLACK, BLACKER, BLACKEST



***Vogue says: "Three tones of black in one costume."***

A dark horse lopes into view—a horse of another colour. It's black—but wait!—it's not with an accent colour, but with some more black. Only it's a different black, with a slightly different effect on the optics.

We refer you to pages 98 and 99 to see how it's done—by varying textures, producing the same effect as a colour contrast.

For instance: shiny black satin dress, dull black wool belt, glistening black hat; or vice versa: black wool dress, black satin belt; or it might be this way: shiny black satin apron over a black wool dress.

Take your multi-toned black dresses, sprinkle well with "Vogue says" quotations, and put the mixture into your window-displays. (You can play dull-against-shiny with accessories, too.) We think you'll find this a new sales-stimulating recipe for your important black promotion.

## SOME MATERIAL FACTS

***Vogue says: "Clothes are no smarter than the cloths that make them."***

Quality clothes are made of quality fabrics. The names of fabric manufacturers who produce this quality ring bells in your customers' minds, for the manufacturers have made their names universally familiar. Capitalize on your customers' recognition of "good goods".

We think you can do this with a store-wide trade-mark promotion. Tell them: "You've heard about —— woollens; of course, we have them." Take hold of the clapper, and make those bells continue to peal!

The other selling-mate of quality in fabrics is that old friend and Best Seller, colour. Notice the hues of the swatches on pages 86 and 87. Note especially the ones we have been pointing out: the rich browns, the dull greens, the spike of orange.

Stress to customers the colours and fashions the store is promoting, and suggest patterns that embody the same fashion points and same types of fabrics. And cull those points from "Vogue says" quotations.

# The Market Basket

## *Spangles for your autumn promotions: cosmetic and accessory luminaries*

***"Dude-Ranchers".*** These two leather belts and bracelet, studded with multi-coloured cabochons, are copies of regular cowboy trappings. Grand school-girl accessories. They are from Plymouth Belts.

***"Saddlebagger"***—saddle-stitched, saddle-leather case for necessities of face and fortune. Grand for college girls' pockets. Initials, name, or sorority branded on. Wilshire Leathercraft, ℅ Frances Campbell, Los Angeles.

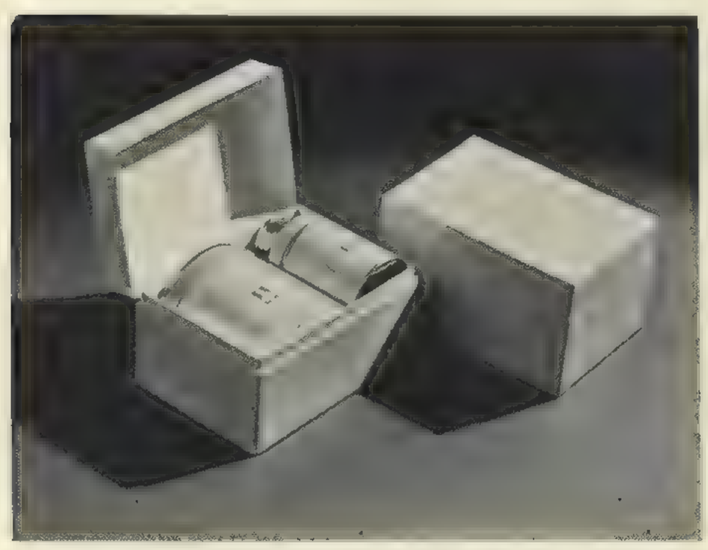
***Here is a store promotion*** with tremendous news and style value. Four dinner and evening dresses, designed by the top Paris couturiers, Schiaparelli, Lelong, Molyneux, and Balenciaga, ordered, bought and landed in America when Paris still belonged to the French, have been reproduced by Kalmour to retail for $49.75 and up.

Each couturier was inspired by a Community Plate silverware pattern with most successful results. Write or see Kallman & Morris, 530 Seventh Avenue, about this important promotion. Community Plate are extensively advertising these dresses throughout the autumn.

***"Lumitones"*** is a colour accessory alliance, started by Kayser. Marvella pearls by Weinreich; make-up, Helena Rubinstein; "hats", Herman Plaut; gloves, Kayser. Colours are moon jade, pale topaz, and white coral.

***"Of Thee I Sing"*** choruses this patriotic trumpet. The well-known song title has been transposed into the name of a cologne, with new instrumental accompaniment. Charbert is the composer.

***White porcelain enamel*** makes these loose-powder compacts. The designs are hand-painted in soft pastels. The ivy leaf on the left is from an old china pattern. Grand for a resort promotion. Evans Case.



***"Face Freshening Fillip"***—alliterative name of Du Barry's duo: a thorough cleansing cream, good for dry skins, and a powder masque to be mixed with water. The treatment fights blackheads and sallow skins.

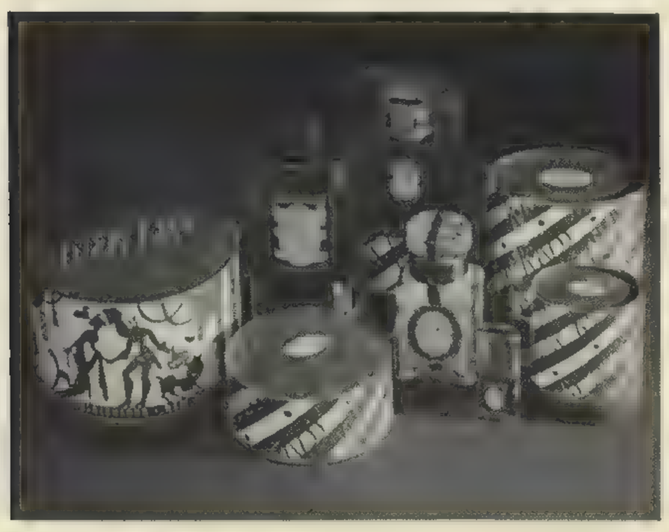
***New threesome*** introduced by Primrose House: cream rouge, cake rouge, and lipstick in "Burgundy", good promotion-piece with the red-browns looming importantly on the autumn fashion horizon.

***Another colour*** has been added to the cosmetic line of Barbara Gould: "Wine-Glo". With a blue, rather than an orange cast, it makes a good pointer-upper of the bigger-and-bigger "winter blue."

# Cosmetic Crescendo

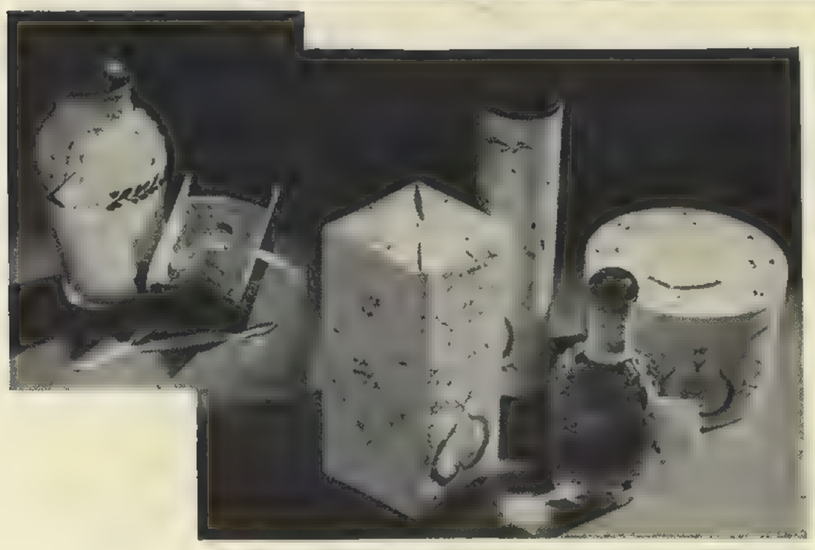
***A dress house swings into cosmetics.*** Recognizing the need for keeping their models looking fresh all day long, Kallman & Morris, a leading evening-dress manufacturer, has developed a line of cosmetics keyed to important fashion colours. They will be introduced to the market next month. The complete line of treatments, make-up and perfumes will include a unique "Beauty Sleep", night cream that won't rub off on the pillow; "Sta-Set", a preparation to keep make-up fresh; and a non-fabric-deteriorating deodorant cream.

***An old ensemble set into a new key.*** Since 1886 Anna D. Adams cosmetics have been on the market. Her Turkish Bath Oil and other preparations were favourites among belles of the 'nineties. Among the staunch advocates were many well-known stage celebrities. Mrs. Adams' line has continued with a modicum of promotional éclat until now, when it bursts forth in a new guise—a complete repackaging job, modern-Victorian. Four original preparations are carried on, but also the line has been extensively enlarged.



***An old line revamped.*** Djer Kiss, for nearly fifty years a quiet but popular cosmetic line with a devoted following, has decided to launch a thorough-going promotion and advertising campaign. To start the ball rolling, the entire line has been repackaged by the well-known designer, Lester Gaba (with Cynthia's help), in green and gold, preserving the character of the former packages, but injecting a modern touch. The same preparations are used, including the favourite, sachet. The campaign is directed towards a young audience.

***Suite for A Minor.*** With a charming name ("Pink Party"), and a charming package (also pink), Lenthéric's new cosmetic ensemble has been developed with Gay Young Things in mind. It's a complete line, and will take under-twenties through the gamut of their social life—from tennis to dances—in a rosy glow. The dainty packages have for a signal motif a young head and a dance program. You might do a sub-deb promotion and window-display of frothy pink party dresses and point up "Pink Party" cosmetics.



***New theme—fourteen overtures.*** Early American Toiletries, by Shulton, introduces another delightful theme—this time mixed floral—called "Friendship's Garden". It's based on the mother-when-she-was-a-girl idea of flower significances. The scent is a blend of primrose, betokening early youth; violet for modesty; heliotrope for admiration; and jasmine for amiability. We show here (left) bath salts and perfume; and (right) toilet water and its package, talc-shaker, and dusting powder. The line includes fourteen new items.

# 'Cross Counter

***These are so pretty, they are easy to sell over notion and underwear counters***

**1.** Gay girdle of horizontal-stretch flowered "Lastex." Panels of double glove silk. Detachable garters. From Fairy.

**2.** Pantie-girdle of horizontal-stretch lace "Lastex," with two bones in front. Detachable Inviz-a-grips. From Luxite.

**3.** Like a ballerina's is this brief pantie-girdle for athletics. Cotton panels; "Lastex" mesh sides. From Kleinert.

**4.** Lace "Lastex" girdle, firmly paneled; elastic binding. Inviz-a-grips. Stitched uplift in matching brassière. Van Raalte.

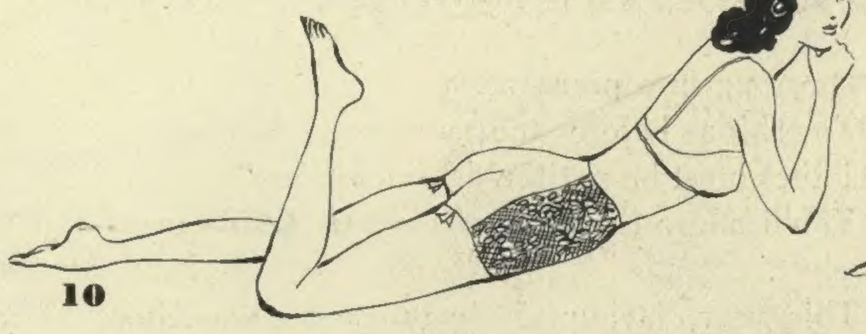
**5.** Long-lined pantie-girdle of satin "Lastex." Front panel lined with cotton batiste. Lightly boned. From Western.

**6.** Tubular-knit two-way-stretch "Lastex" girdle, with a vertical-stretch satin front panel faggoted in. From Kleinert.

**7.** Net "Lastex" girdle, batiste-lined panel. Inviz-a-grips. Faggoted, double mousseline de soie bra. Vanity Fair.

**8.** Two-way-stretch girdle with four specially knitted vertical strips. Lightly boned top. Inviz-a-grips. From Luxite.

**9.** Pantie-girdle of net "Lastex:" glove-silk crotch and panel. Detachable garters. Batiste and lace bra. Vanity Fair.



**10.** Brief pantie-girdle of flowered "Lastex." Front and back panels, and crotch, all of glove silk. From Fairy.

**11.** Pantie-girdle of horizontal-stretch satin "Lastex." Tricot-knitted bando, with stitched uplift. From Van Raalte.

# PROMOTE WITH VOGUE

**These four cards free:**

**Write Vogue Merchandising Service, 420 Lexington Avenue.**

**VOGUE SAYS:**
**"New longer jackets for your slimmer skirts."**

**VOGUE SAYS:**
**"Inevitably, you'll wear a pinafore at college."**

**VOGUE SAYS:**
**"Red and Beige—1940 team-mates."**

**VOGUE SAYS:**
**"Pumps: required subject at college or anywhere."**

**Additional quotations not available on free cards.**
**Use them in advertising or make up your own cards.**

## COLLEGE CLOTHES

Vogue says: "Unexpected two-piece Tyrolian socks."
Vogue says: "Wear a brilliant skull-cap."
Vogue says: "New idea for the year 1940-41: extra-long jacket, knee-skirt."
Vogue says: "Day-into-evening hooded wraps."
Vogue says: "Skirts may be short kilts or pleated skirts, straight as little boys' knee-pants."
Vogue says: "A wool coat, devoid of fur trimming, a fur hat and whopping fur muff."
Vogue says: "Wear small hats on the back of your head."
Vogue says: "College girls will love sleeveless sweaters, jerkins, pinafore sweaters, over shirts."
Vogue says: "Shirt and sweater are running-mates."
Vogue says: "The 1940 look—shirt-sleeves under a pinafore or jacket."
Vogue says: "On campus—warm greatcoats, loosely cut."
Vogue says: "Whipcord's a newcomer."
Vogue says: "Your campus coat has to be weather-proof."
Vogue says: "Invest in long-lived, sturdy campus clothes."
Vogue says: "White belongs with winter—witness snow, polar bears, snowshoe rabbits."
Vogue says: "Fit into the landscape in new Winter White."
Vogue says: "Jackets will be longer this year."
Vogue says: "A new longer fur jacket for off-campus."
Vogue says: "You'll need rugged pigskin gloves."
Vogue says: "Dress up in a pinafore."
Vogue says: "To shine before the stag-line, evening clothes must be noticeable, individual."
Vogue says: "You'll adore the team of black faille-black velvet."
Vogue says: "This year, favour nicely tailored slacks."

## SHOES

Vogue says: "Cling to the saddle shoes of ivy-clad tradition, or pick moccasins or play-shoes."
Vogue says: "Put just eleven items on your college shoe list, and you've a pair for every occasion."
Vogue says: "Spectator pumps for suits, wool dresses."
Vogue says: "Classic sneakers, the must-have at college."
Vogue says: "Gold kid evening slippers to go with practically all evening dresses."
Vogue says: "You'll need shoes for lounging."
Vogue says: "Street shoes of suède and alligator."
Vogue says: "For campus, brown-and-white moccasins."

## COLOUR—FABRICS

Vogue says: "Chrome-yellow enters."
Vogue says: "Fabric is the basis of fashion."
Vogue says: "You will see the brightest collection of woollen fabrics that autumn has seen in years."
Vogue says: "This year, mossy-green; bright, off-green."
Vogue says: "Taupey-brown again this autumn."
Vogue says: "New winter blues range from pale flannel-blue to deep, deep blue of a starlit midnight."
Vogue says: "Somewhere on some costume (probably your favourite) you'll have a line of red."
Vogue says: "Brown and black will look very smart."
Vogue says: "Dull black with shiny black in contrast is unbeatable—irresistible."
Vogue says: "Every colour that looks smart by day looks exactly as right by night."
Vogue says: "All the jerseys are important."
Vogue says: "Black with a gleam for winter evenings."
Vogue says: "Beige comes back with new significance."

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AUGUST 15, 1940

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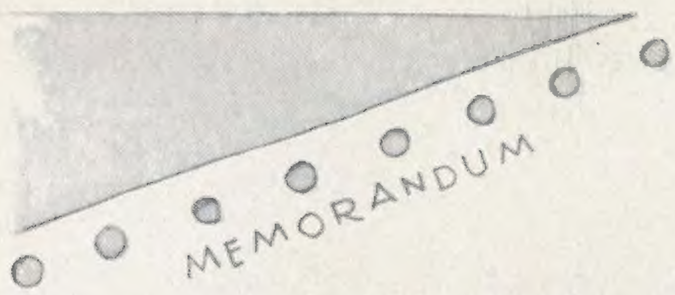


# Start back to school

## from the Gaytees

REG. U.S. PAT. OFF.

STORMY WEATHER SHOP

Gaytees Overboot

Campus casuals

Gaytees Campus Boot

Furguard Gaytees

Suede Low-Kwik Gaytees

Elite Gaytees

Dates in town

Swagger Gaytees

Continental Gaytees

Spectator sports

School keeps—rain or shine. When there's mud on the campus, when November chills enthusiasm for football, when weather threatens a date in town, when slush puts a crimp in winter fun—it's time for Gaytees. Look at styles to go with your campus casuals and your dress-up clothes in the Gaytees Stormy Weather Shop. Ask your favorite store to show you the styles it has in stock. They are not Gaytees unless the name Gaytees appears on them.

United States Rubber Company

Rockefeller Center, New York

• *Actual color photograph—Dewey Huffines chants "Sold American!"—and Luckies get another pile of ripe, golden leaf!*

# Luckies' finer tobaccos mean less nicotine

**Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!**

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them.

This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content.

Have you tried a Lucky lately?

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**★NICOTINE CONTENT OF LEADING BRANDS**

From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.

## With men who know tobacco best—it's *LUCKIES 2 TO 1*